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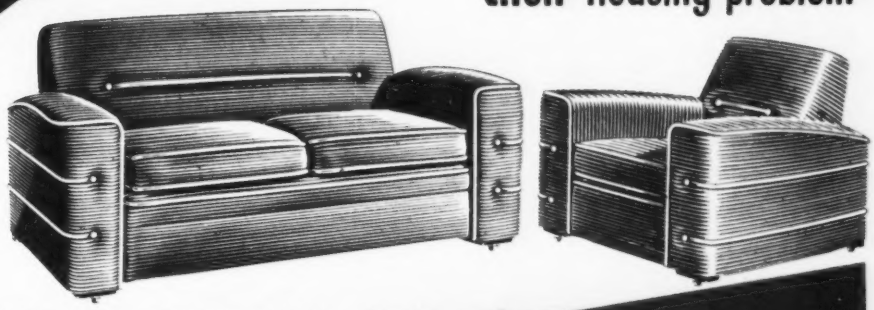
Then we found out how John and Sybil solved their housing problem"



SUITE 608: *Put-u-up* £33.12.0. *Special over*
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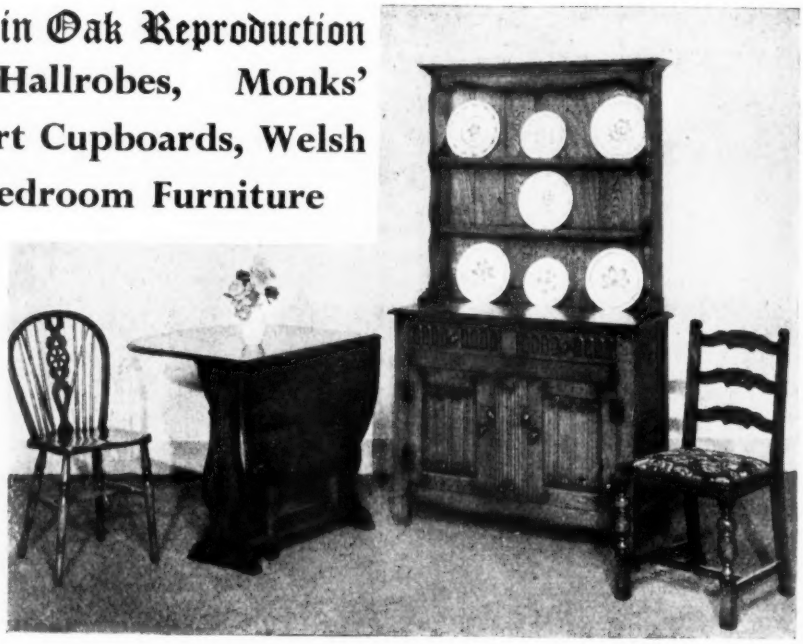

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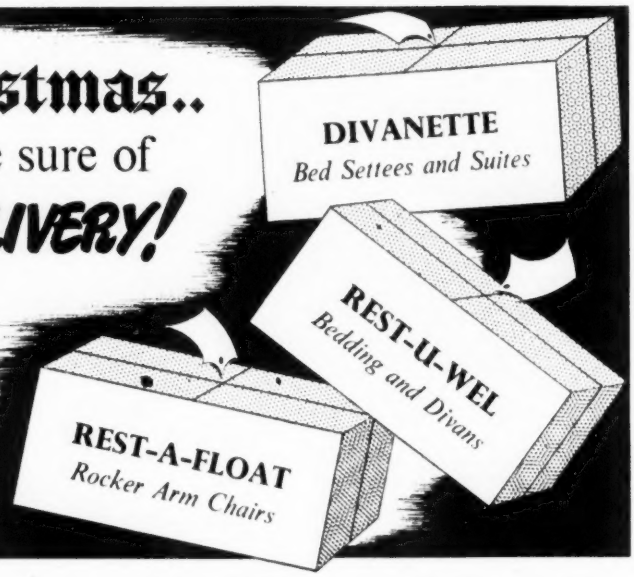

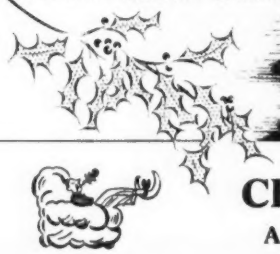

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for Students

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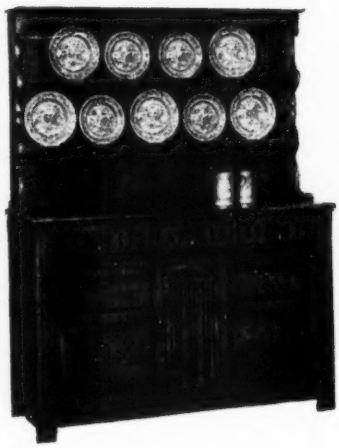

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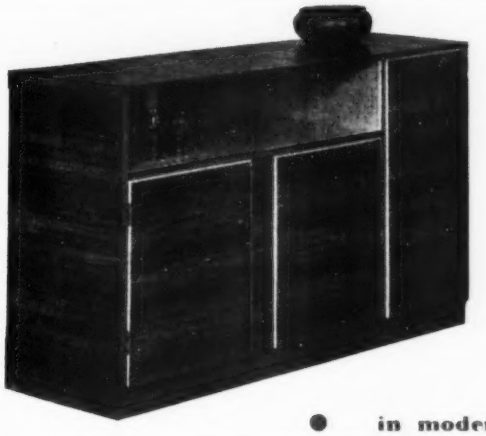

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- Sideboard, table and four chairs with cane-backs,
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- Also available in Oak.

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Bookcase	386
Bookcase	389
Coffee Table	491
Writing Desk	385
Bookcase	511
Corner Cupboard	539
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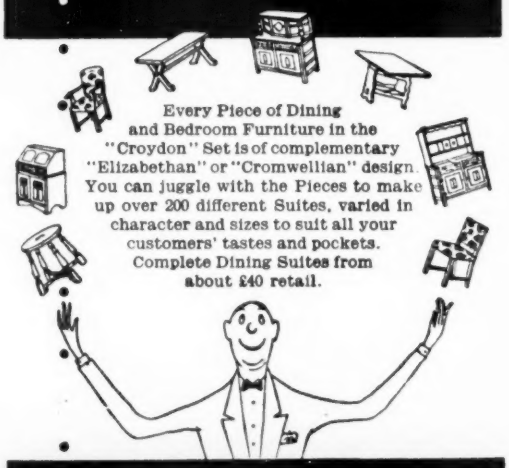

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NO. 249

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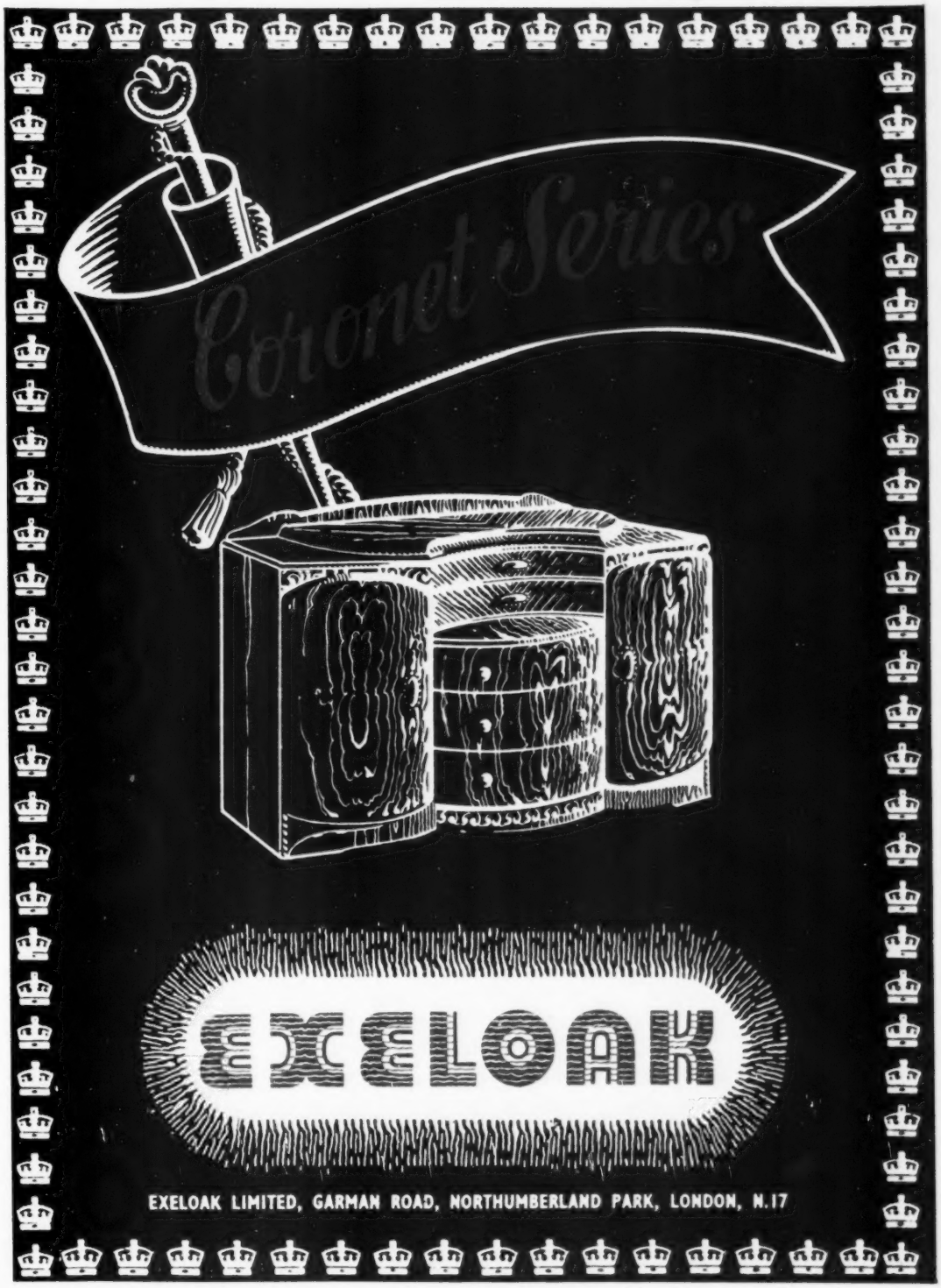
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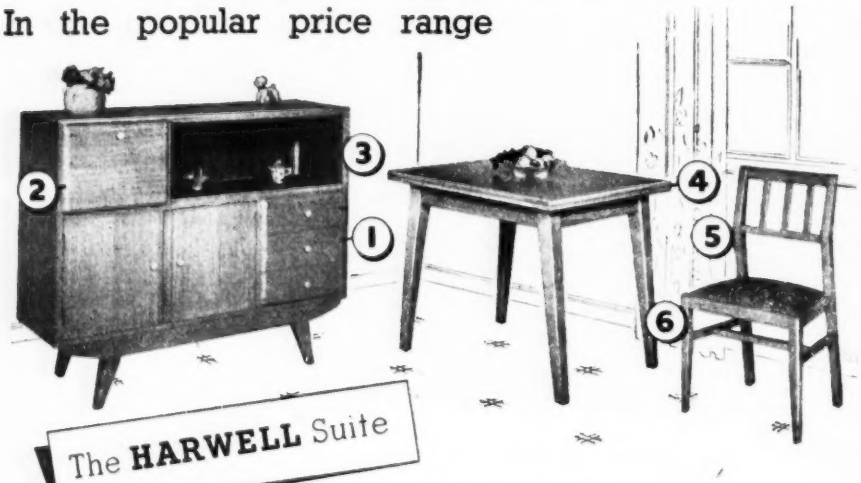

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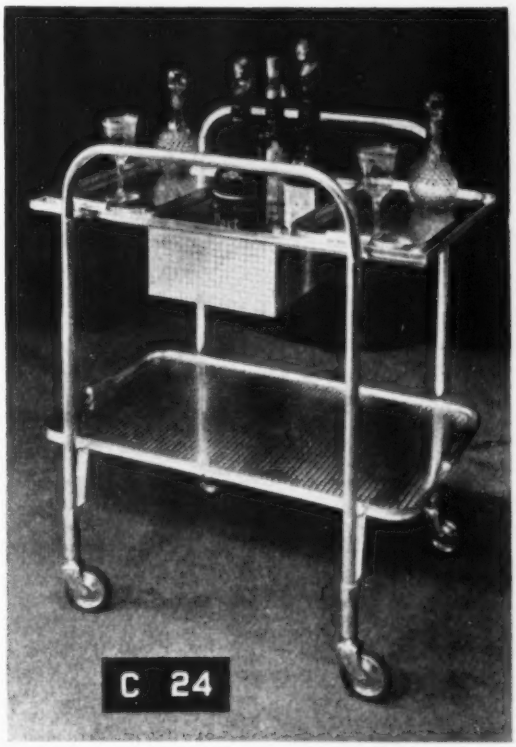

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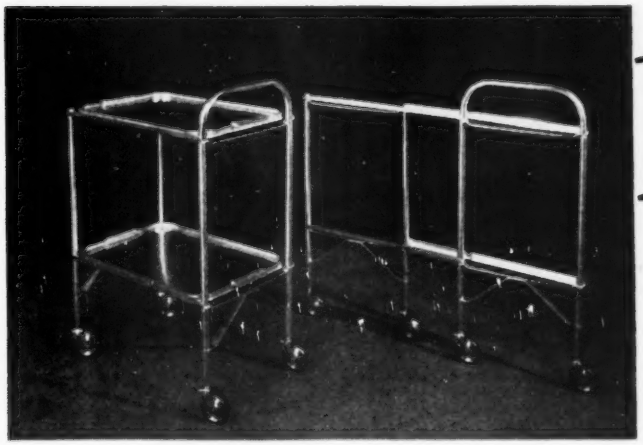

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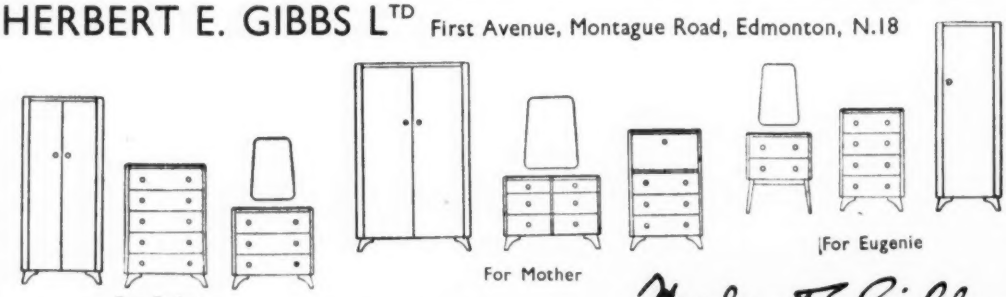

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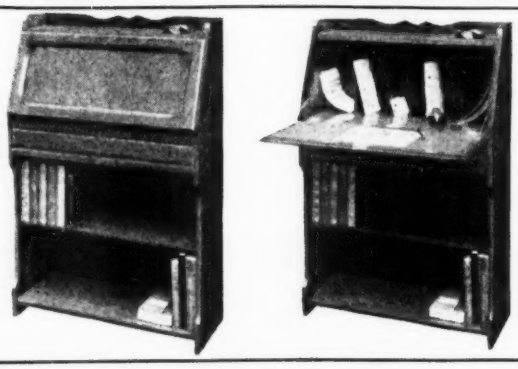

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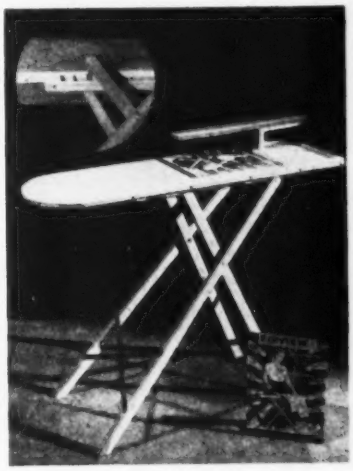

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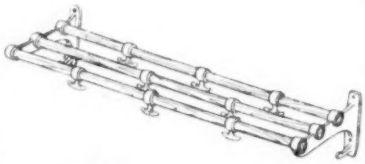

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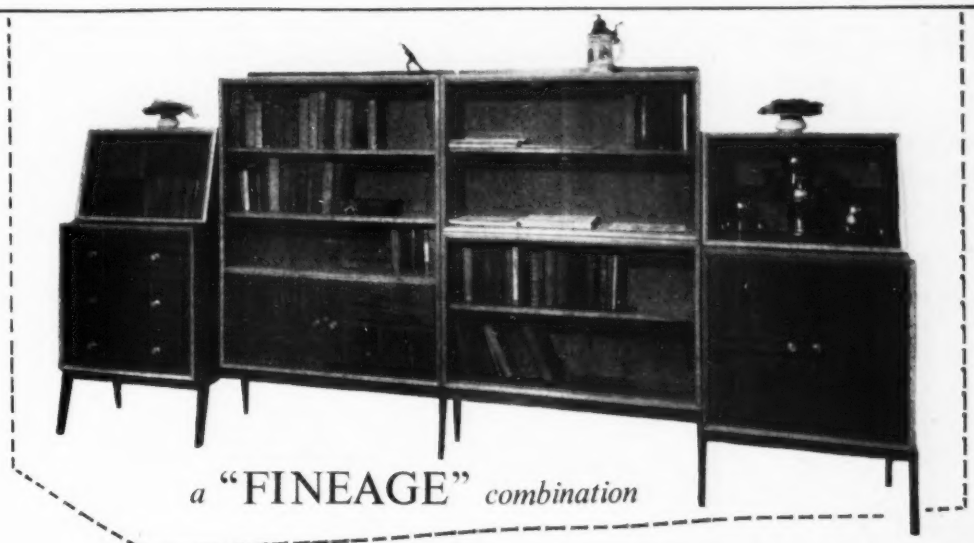

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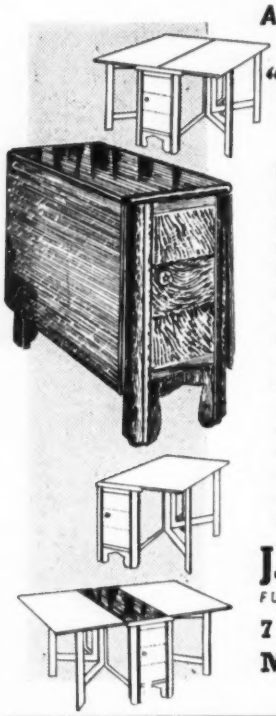

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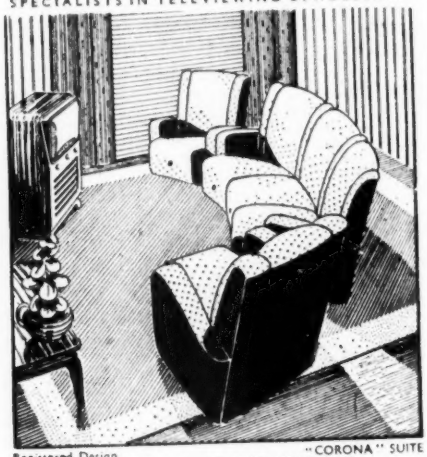

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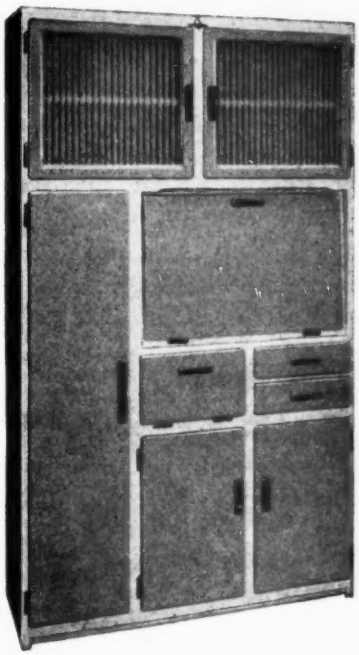

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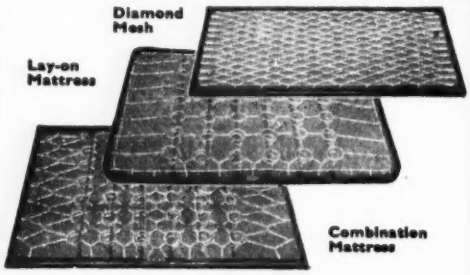

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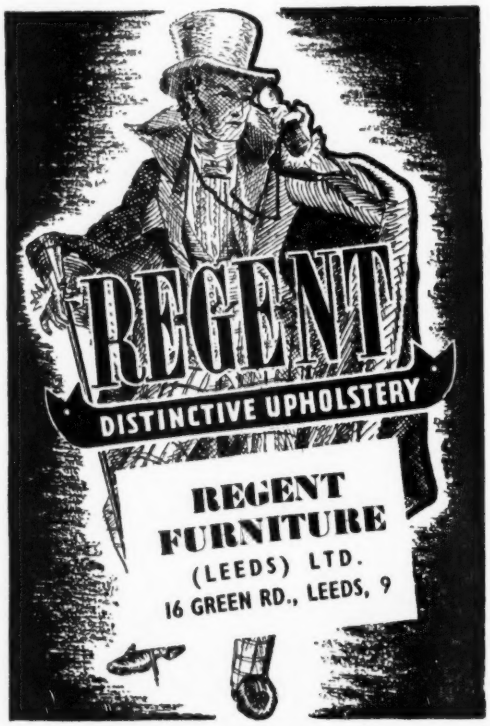

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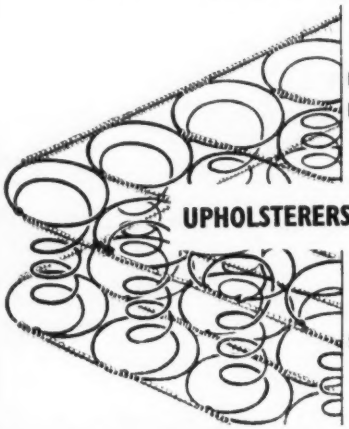

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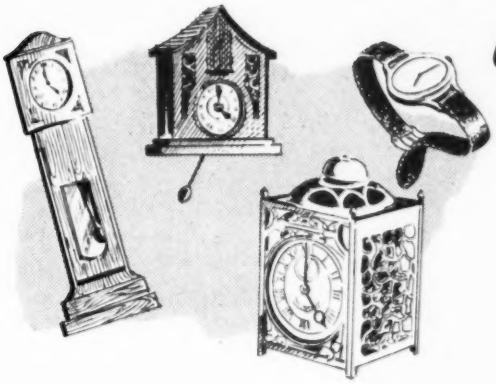

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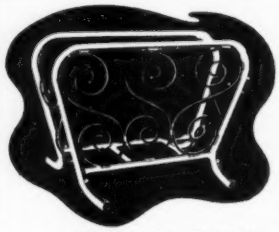

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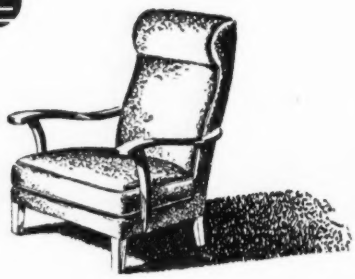

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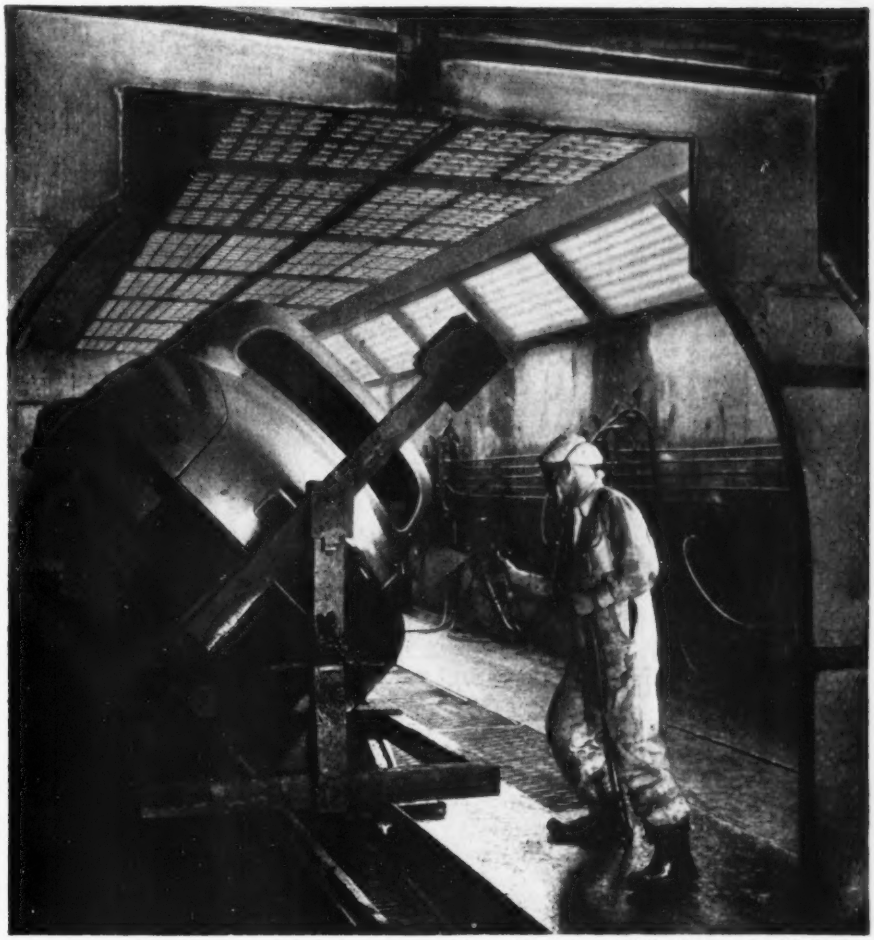

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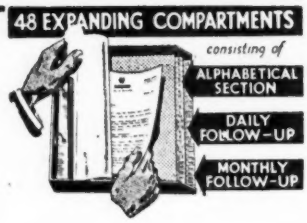

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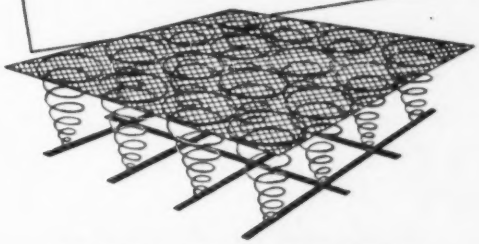

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Harry Brooks Floats £1m. Stores Company

Gets £750,000 For His Shares

MR. HARRY BROOKS who, five years ago, sold New Day Furnishing Stores, Ltd., for £870,000 and went to Canada, has returned to England to make another big share deal.

He is behind the floatation of Canadian & English Stores, Ltd., with a capital of £1,000,000. It owns four stores in Canada and a chain of 29 shops in Northern England and the Midlands, built up by Mr. Brooks since 1947.

Mr. Brooks is reported to get £750,000 in cash for a block of shares and to keep a half-share in the business. The chairman of Canadian & English Stores, Ltd., is the Rt. Hon. Lord Milner, P.C., M.C., T.D., D.L., LL.D. The directors are Mr. Harry Brooks, Mrs. Norah Brooks and Mr. Hyman Cassell.

The offer for sale shows that Canadian & English Stores owns the whole of the shares of Pooles Central Warehouse, Ltd., and of the Common shares of M.R.A. Holdings, Ltd., who, directly, or through subsidiaries, carry on in England and Canada the business of furnishers and departmental store proprietors.

Mr. Harry Brooks

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ARRANGEMENTS have been made by Cantor's, Ltd., 22 Brocco Bank, Sheffield, 11, to take over all the share capital of a Walsall furnishing store.

The store is The Distinctive Furnishing Stores, Ltd., 22, 23, 28, 30 The Arcade, and 8 Bradford Street, Walsall.

The existing directors of The Distinctive Furnishing Stores will be retiring in three weeks' time when the changeover takes place, but otherwise the business will continue on similar lines with all the existing staff.

The only immediate change is that buying for The Distinctive Furnishing Stores, Ltd., will, after the changeover, come under the usual procedure for Cantor's branches and their subsidiaries and be dealt with at the company's head office in Sheffield under the director in charge of buying, Mr. Cyril Cantor.

The Distinctive Furnishing Stores has been established for nearly 30 years at the present address and premises.

Cantor's, Ltd., are an old-established Sheffield business which now operates a number of branches in the North and Midlands but is still operated and controlled solely by the family.

Lebetkin Strike Ends

A TEN-DAY strike, which involved seven hundred workers at Lebetkin Products, Ltd., ended on Monday when the men returned to work.

The strike arose over a dispute concerning a question of time study.

Employers Consider 6d. an Hour Claim

A MEETING of the British Furniture Trade Joint Industrial Council was held in London last Friday, under the chairmanship of Mr. Cuthbert Greig, M.B.E., honorary president of the council, to enable the workers' side to explain their proposals for amendment of the National Labour Agreement.

Mr. A. G. Tomkins, C.B.E., joint secretary, workers' side, made a full statement on behalf of the trade unions in support of the proposed amendments.

After Mr. D. D. Mitchell, joint secretary, employers' side, had asked a number of questions to clarify certain points in Mr. Tomkins' statement, the employers' side indicated that the proposals would now be given careful consideration.

Kite-Mark Day For Bedstead Ends Is January 1

THE British Standards Institution announces that arrangements have been completed to permit the "Kite-marking" of bedstead ends from January 1, 1954.

Bedstead ends are the subject of the recently published British Standard 1960, Part 4, which forms part of the series on domestic furniture. Similar standards relating to chairs, cabinet goods, and tables were agreed and put into effect earlier this year.

The bedstead ends Standard, like its predecessors, lays down minimum requirements for materials and workmanship. The performance tests for downward loading, panel deflection, and endurance counterfeit the typical conditions to which the bed may well be exposed.

Manufacturers who wish to use the B.S.I.'s certification mark from January 1 are advised to apply immediately for licences, so as to leave sufficient time for the necessary preliminary inspection and tests.

Copies of the new Standard are obtainable from the Sales Department, British Standards Institution, 2 Park Street, W.1, price 5s.

B.S.I. Acts on Public's Bedding Complaints

A NUMBER of consumer complaints about bedding have been received by the British Standards Institution, who have dealt with them under the Kite-mark scheme.

It should not be assumed that there has been a large number of these complaints, or, indeed, that there has been any ground for them.

Here are some typical instances.

(1) Complaint regarding pillow tick not holding feathers. Inspector found that ticking was a combination of Utility 68 and 165.

The manufacturers have replaced the pillows and taken steps to examine their entire stock of ticking.

(2) Complaint of dirty filling in overlay. Inspector examined the mattress and found that the washed flock contained uncarded rags and pieces of broken comb.

The manufacturers have offered to replace the mattress and taken the matter up with their washed flock suppliers.

(3) Crushed poultry and turkey feather filling in pillows was below the quality expected by the purchaser but the inspector explained that for the price the filling was satisfactory: the customer did not want a sample to be sent for a cleanliness test.

(4) Complaint related to fading ticking on a divan.

The manufacturers have re-covered it.

(5) The purchaser complained that the spring centres of a spring interior mattress had collapsed and the makers offered to re-make them. The customer later complained that the centre units projected beyond the tape edging and that the ticking will wear unduly where the unit pushes out the border.

The retailer has agreed to replace the mattress with a different make. The inspector will refer to the incident on his next visit to the makers.

(6) Complaint that the side springing of two spring interior mattresses had collapsed and the spring resistance was poor.

The inspector examined the mattresses and the complaint was passed on to the manufacturers who have agreed to replace and to look into the complaint to prevent its recurrence.

(7) Customer complained that pillows weighing 2¼ lb. instead of 2¾ lb. were supplied.

The manufacturers admit that underweight pillows were supplied owing to confusion between net and gross weights. Pillows of full weight have now been sent as replacements.

(8) Mattresses bought as hair-filled were found not to contain hair.

The inspector reported that they were of very poor quality but were not made by a B.S.I. licence holder.

"Bedding Standards Must Not Be Lowered"

AT a recent meeting of the Council of the National Bedding Federation, Mr. Frank Milton, president, in the chair, there was a full discussion on standards and views were advanced that these should not be lowered.

Reference was made to the enquiries being made in connection with performance tests.

Variation licences were discussed and there was much support for the

(*Continued next column*)

New Branch At Harrow

Seen in the soft furnishings section of the new branch of Irish Linen House at 16 St. Ann's Road, Harrow, Middlesex, are (right) Mr. L. M. Smith, principal, and Mr. Trevor Roberts, buyer. ("World" picture).

A NEW branch has been opened at 16 St. Ann's Road, Harrow, by Irish Linen House, soft furnishers and household linen specialists, Clarendon Road, Harrow, Middlesex.

The branch has separate sections for furnishing fabrics, down quilts, blankets and household linens.

Mr. L. M. Smith, principal, said the great interest aroused in this new shop has been very encouraging.

The new branch is under the managership of Mr. Charles Taylor. Mr. Trevor Roberts has been appointed to do the buying.

(*Continued from last column*)

view that if variations were of interest to the whole trade full publication to all concerned was desirable.

It was agreed that this was not necessary for minor variations in the method of construction.

The council received a report that at a meeting of the National Minimum Standards of Quality Committee, it was unanimously decided that the committee should be merged with the British Standards Institution M/16 Committee. This action was supported by the Bedding Makers' Executive Committee.

All sections previously had two representatives on the Standards of Quality Committee and would now have two members on the M/16 Committee.

The federation would now be well represented on the latter committee, having some fifteen or sixteen delegates.

It was unanimously agreed that the action of the National Minimum Standards of Quality Committee be confirmed.

Revised Upholstery Standard Adds Fabrics Safeguards

Is Issued For Final Comment

A REVISED draft of the British Standard for Upholstery has this week been circulated for final comment.

The original draft standard did not deal fully with upholstery fabrics. In view of comments received, interim requirements for fabrics have been inserted at the request of the B.F.M., pending preparation of performance tests for fabrics.

At the same time, details of the proposed arrangements for the administration of the marking scheme in connection with the upholstery standard have been sent out.

The British Standards Institution are arranging for performance tests to be demonstrated and explanations of the marking scheme to be given in various parts of the country. It is regarded as essential that the tests shall be demonstrated and the marking scheme explanations given at the same time.

It is not expected that the marking scheme will be in operation in time for next year's furniture exhibitions.

The demonstrations will be given in Leeds on Monday, in Liverpool on Tuesday, and in Manchester on Wednesday. During the 10 days from December 8, demonstrations will be given in Sunderland or Newcastle, Bristol, Cardiff, Birmingham, London, Glasgow, Wycombe and Belfast.

It is the B.S.I.'s intention to set up their own testing stations in various parts of the country where manufacturers who do not wish to set up the necessary apparatus, may have their furniture tested for a fee which has yet to be fixed.

Unions Stop Picketing In Birmingham

THE picketing of the Birmingham stores which are staying open after 5.30 p.m., was suspended on Thursday evening of last week, in view of a letter received by the Union of Shop, Distributive and Allied Workers from Mr. Gordon Matthews, chairman of the Retail Traders' Section of the Chamber of Commerce stating that the union's views would be put before the committee of the retail section of Birmingham Chamber of Commerce.

Five of the six Fryer brothers at the opening of their new Bury store. Left to right: Jack, who is director-in-charge of the Stockport branch; William, Harry, Harold, and James, director-in-charge of the Bury branch.

Isaac Wolfson Is Rylands Chief

THE new chairman of Rylands & Sons, Ltd., the Manchester textile manufacturers and merchants, is Mr. Isaac Wolfson, chairman of Great Universal Stores, Ltd.

This follows the purchase by G.U.S. of a majority of the Ordinary capital of Rylands.

By an offer of 40s. for each £1 stock unit, Mr. C. F. Loos, a Belgian linoleum and paper manufacturer, and associates, recently acquired a majority of the Ordinary capital of Rylands.

G.U.S. have now bought this stock, while Mr. Loos and his associates have purchased Rylands's half-interest in Thomas Witter & Co., Ltd., a linoleum manufacturing concern.

G.U.S., it is stated, have acquired 97 per cent of the Ordinary capital of Rylands & Sons, Ltd., at 40s. per stock unit of £1, and the deal involves nearly £4,000,000.

Mr. Loos and Mr. H. Bowser have retired from the board of Rylands, and Mr. Wolfson becomes chairman. Mr. D. Wood has been appointed a director of the company, while Mr. A. H. Dunbar and Mr. W. E. Ainley continue as managing directors.

While it is intended that Rylands' trading activities shall continue, with emphasis upon export business, the impressive building in Manchester's busiest shopping street could easily be converted into a departmental store.

Fryers Open in Bury: Other Stores Follow?

SIXTY-THREE years ago, on the day following his wedding, the late Mr. William Fryer opened his first furniture shop at Eccles, Lancs.

Last week his widow, Mrs. Martha Fryer, who is now chairman of W. Fryer & Sons, Ltd., celebrated her 83rd birthday, and on Friday Fryer's open a new store in Silver Street, Bury.

Mr. and Mrs. Fryer had 13 children and all their six sons are directors of the firm.

Fryer's now control three stores—at Eccles, Stockport and Bury—and Mr. Harold Fryer told a *Furnishing World* reporter that other branches may eventually be opened as part of a policy of gradual expansion.

Covering about 5,000 square feet, the new store at Bury was opened by seven-year-old Hilary Mary Fryer, daughter of Mr. Harold Fryer, and the youngest female member of the Fryer family.

The new store was formerly a confectioners and restaurant, and Mr. James Fryer is the director-in-charge.

Sydney Benmax Loses Appeal On Upholstery Patent

Fuller Report of Arguments

AS reported in last week's issue, the Court of Appeal has allowed an appeal by the Austin Motor Co., Ltd., against a judgment of Mr. Justice Lloyd-Jacob granting Mr. Sydney Benmax an injunction restraining the company from infringing his patent.

The court directed that the patent, relating to the use of a toothed metal stamping for attaching furnishing fabric in upholstery, should be revoked.

Mr. Justice Lloyd-Jacob had directed an inquiry as to damages, and dismissed a counterclaim by the company for an injunction to restrain Mr. Benmax from threatening proceedings in respect of the company's motorcar seats.

Mr. Charles Russell, Q.C., for the company, told the court that the company denied infringement, and also contended that Mr. Benmax's patent was bad. The company said that it was lacking in novelty, was obvious, and in view of previous common knowledge was lacking in inventiveness. On the counterclaim, counsel said that the company had been put to considerable expense by Mr. Benmax's threat of proceedings.

Giving judgment, the Master of the Rolls (Sir Raymond Evershed) said he agreed with Mr. Justice Lloyd-Jacob that the difference between the Austin and the Benmax designs was not an answer to the alleged infringement.

The real contest was whether there was any substance in the Benmax invention. For Mr. Benmax, it was argued that when all present knowledge was considered, attachment of fabric by the Benmax method might look the obvious thing to do, but in fact the method had not been used before.

Mr. Benmax faced two substantial difficulties. The first was that there was no clear definition of what was "upholstery," and Mr. Benmax did not complain of the use of the Austin system where there was no upholstery.

Secondly, what was the problem which the Benmax invention solved? It would appear from the evidence that there was no problem.

His lordship thought that Austins succeeded on their claim of obviousness, and the Benmax patent should be revoked. Austins had now abandoned their claim for damages on the counterclaim, and he did not think that they ought to be granted the injunction asked for.

In view of the revocation of the patent, it would be futile and meaningless.

Lord Justices Jenkins and Morris concurred and the appeal was allowed, with costs, except as to the counterclaim.

Leave to appeal to the House of Lords was refused.

Winding-Up Petition Adjourned

A PETITION for the compulsory winding-up of Harbrook Furniture, Ltd., presented by Furniture Record, Ltd., of Worship Street, London, E.C.2, was adjourned until the first petition day of next year by Mr. Justice Roxburgh in the Chancery Division on Monday.

Counsel for the petitioning creditor told his lordship that the matter had been before the Court on two previous occasions. A further adjournment of the petition was sought because the company had been in touch with its creditors, and was proposing to sell some property by auction and pay off the creditors completely before the first petition day next term.

His lordship said that the petitioner was a judgment creditor for £38, and counsel replied that there was also one supporting creditor for £201.

The petition was adjourned until January 11.

Scots Hospitals Get More Money For Furnishings

A SUM of money amounting to at least £2 per bed per year to provide additional furniture, wireless sets, and other amenities which cannot be charged to the National Health Service, is to be made available to every hospital board of management in Scotland.

This is one of the schemes devised by the Hospital Endowments Commission for the future of the £13,000,000 of voluntary endowments given by private individuals to hospitals in Scotland.

Office Furniture Body Widens Membership

TO co-ordinate the manufacturer-distributor sales effort, the Association of Distributors of Office Equipment has decided to open its membership to manufacturers, sole concessionaires and wholesalers who deal wholly or in part through retailers.

This step is based on a careful survey of the needs of the trade, and follows the lines of other associations in this country and in America.

The address of N.A.D.O.E., from whom all particulars can be obtained, is India House, 84 Leadenhall Street, London, E.C.3.

America Wants Our Fabrics

THE British Consulate-General at Chicago reports that Mr. Louis Seidman, president of the Lee Upholstery Co. Inc., 3319 West Fullerton Avenue, Chicago 39, is interested in securing supplies from the United Kingdom of brocatelles, freizes and tapestries.

The Lee Upholstery Co. Inc., are manufacturers of upholstered furniture selling in the main, to individuals and interior decorators. Thirty work people are employed and the company are considered to be a suitable connection for United Kingdom exporters.

Interested manufacturers should communicate direct with Mr. Louis Seidman, sending samples and price lists in U.S. dollars, preferably c.i.f. Chicago.

Corresponding firms should copy their correspondence to the British Consulate-General, 720 North Michigan Avenue, Chicago 11, Illinois, to enable the Consulate-General to follow up the enquiry.

It would be helpful if Export Services Branch of the Board of Trade could be notified, quoting reference ESB/9145/53.

All enquiries by telephone should be made to Chancery 4411, ext. 38.

More Space For Carpets In Chiswick

PLANS to open a new carpet showroom at their branch store at 80-82 Chiswick High Road, London, W.4, will be carried out shortly by London Drapery Stores, Ltd.

Mr. G. Richards, branch manager, has said that the new showroom will be on the first floor and will occupy space previously used as a fashion showroom.

Bath's Biggest Furnishers Add 30 p.c. to Space

FOLLOWING several weeks of closure for work to be carried out, the Dorchester Street, Bath, frontage of Hooper & Dark, Ltd., now presents a most striking appearance in contrast with the old front which has been completely demolished.

The great disadvantage previously was the height of the shop floor which was well above street level. This resulted in the windows being high silled, almost to a height of four feet above the pavement. The result of this was that not two per cent of passers-by in the busy street ever bothered to look in to see the furniture displays.

To remedy this, the showroom floor has been lowered by some 3 ft. 6 in., and the window sills brought down to within eighteen inches of the pavement. Thus, a full view of the showroom is obtainable, even from the other side of the street.

Inside, Mr. Victor Dark, managing director, showed a *Furnishing World* reporter how the department had been linked up with the main Southgate Street showrooms. This had been achieved by the simple process of driving an entrance through one wall, and fitting a short flight of steps.

The alteration has had the effect of adding almost another 30 per cent of showroom space to what is already regarded as the largest in Bath.

Coincident with the reopening of the altered and extended department, Mr. Dark introduced the novelty of supplying small flags, just inside the main entrance, which shoppers can use to stick in their lapels, indicating that they are looking around and do not require the attention of a salesman.

Settlement Discount to be 2½ p.c.

AT last week's meeting of the B.F.M. Council, it was decided to recommend to members of constituent associations that, if granting a discount, it should not exceed 2½ per cent if payment is made within any period up to the end of the month following that in which delivery is made.

Terms thereafter should be strictly net.

Overpaid for Steel: Fined £,1000

FINES totalling £1,020 were imposed at Surrey Assizes on Sheer Metalcraft, Ltd., of Weybridge, Surrey, for buying steel at prices in excess of the fixed maximum.

The managing director, Mr. Albert Rustin, was fined £300 or three months' imprisonment.

To Explain Kite Scheme

The British Furniture Trade Confederation is shortly to issue a booklet to manufacturers and retailers explaining the objects of the Kite-scheme.

Jolly & Son (Bath), Ltd., announce that their business in High Street, Cardiff, will be carried on at Morgan Arcade and Bakers Row from Monday next.

Minister to Meet Timber Men

LORD WOOLTON, Chancellor of the Duchy of Lancaster and Minister of Materials, has invited representatives of the imported timber trade to discuss the recommendations of the report of the Monopolies Commission on the supply of imported timber.

This was stated in the Commons on Monday by Mr. Heathcoat-Amory, Minister of State, Board of Trade.

Notts Furnishing Firm Bought

THE old-established business of Fleet Bros. (Furnishers), Ltd., of 51 Mansfield Road, Daybrook, Nottingham, has been taken over by M. H. Coupe, Ltd., furnishers, of 86-88 St. Ann's Well Road, Nottingham.

Mr. and Mrs. W. Fleet have retired after more than 30 years in the business.

Although the premises at Mansfield Road have comparatively small window frontage, Mr. M. H. Coupe points out the first floor showrooms are spacious, and that the business will be developed on modern lines.

Mr. A. H. Hall, until recently manager of J. E. Harris, furnishers, High Street, Arnold, Notts, will manage the new branch.

More Space For Furnishing

Mr. R. Pearce Mr. J. S. Kempthorne

EARLY expansion of their furnishing department is to be made by Sopers of Harrow, Ltd., departmental store, Station Road, Harrow, Middlesex.

They have bought adjoining property, part of which will be used as furnishing showrooms.

Mr. J. S. Kempthorne, general manager, who has recently joined the store from Bentalls, Ltd., Kingston, Surrey told a *World* reporter that the additional premises will have an interior link with the main store.

Mr. Reginald Pearce, furnishing manager and buyer, stated that the continued growth of furniture sales has made it a difficult task to handle the present volume of business in the existing first-floor showrooms.

A new 16-page illustrated furniture catalogue, compiled by Mr. Pearce, and mailed this month to 60,000 prospective customers, has proved a marked success.

Death of Mr. M. Anderson

THE death took place last week, following a long illness, of Mr. Michael Anderson, aged 32, elder son of Mr. W. A. Anderson, chairman and managing director of Wm. Lawrence & Co., Ltd., furniture manufacturers, of Colwick, Nottingham, and Mrs. Anderson.

Mr. Anderson, who was previously employed by Lawrences, leaves a widow.

Mr. H. Beach

WE regret to report that Mr. H. Beach, senior partner in H. Beach & Son, Ltd. 56 High Street, Bilston, has died at the age of 79.

Mr. Beach had been actively connected with the firm for 65 years. He was Charter Mayor of Bilston in 1933.

Viewpoint

IT seems to us that many furnishers — perhaps the majority—miss a splendid sales opportunity at Christmas.

While at this moment the drapers, men's outfitters, chemists, tobacconists, confectioners and jewellers are filling their windows with articles suitable for Christmas presents for all members of the family, the displays of most furnishers are still concentrated on bedroom and dining-room suites or upholstery.

Yet there are scores of small items of furnishings which make admirable Christmas gifts—gifts that *last* and will give added comfort and beauty to the home.

★★ It is not too late to set out to capture a share of the millions of pounds that are spent at Christmas time. *A careful overhaul of stock should produce many items in the low-price field which, skilfully displayed in the window, would attract the Christmas gift shopper.*

And Here is an Idea

WE suggest, too, that local newspaper advertising from now until December 24 should be devoted to furnishing gifts.

And here is another idea.

Why not help to organise a "Treat *Your Home* To A Christmas Present" campaign in local newspapers? This could be done most effectively by running composite advertising and editorial pages, with which we believe most publishers would be glad to co-operate.

★★ The idea, which has been worked successfully by other industries, is to have, say, a centre column of editorial (stressing that the home, as well as its occupants, should be given a present to make it a happier place) surrounded by advertising from local furnishers illustrating some of the gifts to which the home might be treated this Christmas.

We believe that this would have the effect of gaining for all local furnishers a share in the vast Christmas business.

The advantage of this scheme is that while a furnisher may, in his windows, concentrate on small personal gifts of comparatively low price, such composite pages would encourage sales of bigger articles in the higher-price group.

Readers' Viewpoint

"Later Opening Is NOT Necessary"

The Editor,
"Furnishing World."

SIR,—We have noticed with growing concern the new departure for Liverpool furnishing houses in extending their opening hours on Thursdays to 7 p.m. Whilst we agree that the first house to inaugurate this gained an initial advantage, this will very rapidly diminish as other houses follow.

The theory put forward that the public cannot shop in the normal shopping hours is not really accurate, as it is (in the main) the shop assistants themselves who have later hours than factory or even office workers. Indeed a large number of factory workers have a five-day week, including in a number of cases the office staff.

It must also be realised that *all* workers are entitled to one-half day per week, and in Liverpool the furniture trade have houses who cater for both these half-days.

During our experience we have never yet discovered any person who has no furniture because the retail shops closed too early for them to make the necessary purchases.

We ourselves, being a modest size suburban shop, employing a staff of three and two partners, are in a position to compete with this late closing but, having sympathies with the employees, feel that they have not been sufficiently considered. Even more important, the numerous "one-man" businesses have no one to relieve them.

It is also a point that, although the shop may close to the public at 6 p.m., there is also a considerable amount of work to be done behind the scenes, plus the fact that there will always remain the late shoppers who invariably rush to the shop five minutes before closing, and quite possibly stay for three-quarters of an hour after.

We can very well recall pre-war closing hours of Friday 8 p.m., and Saturday 9 p.m. This would appear to be once again looming up on the horizon.

We also feel that a general deterioration both in standards and ethics is creeping insiduously into the furniture trade, when one considers the various newspaper advertisements such as: "Wholesale direct to the public"; "No Deposit"; "Yours for 1s. a week," as well as firms who price-cut one or two lines and boost other articles to level out the rate of profit, and finally the "One-day carpet sales" at various hotel rooms by licensed hawkers.

Yours, etc.,
J. H. DICKENSON,
Dickenson's.
Liverpool, 15.

Confederation Hears About Publicity

LAST Friday, Mr. Henry J. Sutcliffe, hon. treasurer of N.A.R.F., presented to the British Furniture Trade Confederation a short survey of a collective trade publicity scheme, with particular regard to the information he obtained when he visited Chicago this year and on previous visits to America.

Mr. Sutcliffe's talk was an amplification of that which he gave to the National Council meeting of N.A.R.F. recently and which was fully reported in *Furnishing World* on October 23.

He opened up the subject of the cost involved in collective publicity and illustrated his talk by documents produced by the American associations.

Next Year's Northern Show

NEXT year's Northern Furniture Exhibition will open to the trade at 1 p.m. on Monday, February 8.

The exhibition will be held at City Hall, Manchester. It will be officially opened at 3.30 p.m. by the Lord Mayor of Manchester.

Reading Co-op. is to open a new furnishing shop at 37 King Street, Maidenhead, adjoining the society's other premises at 29-35 King Street.

personally speaking...

NEWS OF PEOPLE YOU KNOW

FROM Story & Co., Ltd., 49-61 Kensington High Street, W.8, comes a note to tell me that **F. M. Binder** has been appointed manager of their contracts department at 7 Kensington High Street.

☆ ☆

REPRESENTING Burkcraft, Ltd., in the Midlands and Eastern Counties is **T. Craven,** who succeeds **F. A. Bostock.**

☆ ☆

FROM December 1, **H. Stanley** will represent D. M. Gilbert & Co., Ltd., and their associate company, Gaywood Furniture, Ltd., in the West End and South of London.

☆ ☆

LAST week I gave news of two new representatives for S. Grant (Furniture), Ltd. The firm informed me that the coverage for South Wales would be undertaken by **S. Halpern.** I now hear from them that this should read **M. Halpern.**

☆ ☆

I HEAR that **Raymond G. R. Marshall** has been appointed a director of James Howell & Co., Ltd., Cardiff. He has been secretary of Seccombes', Ltd., Cardiff, since 1945, and a director of that firm since 1949. He will continue to hold both these posts.

☆ ☆

WELL known in West Country trade circles as buyer for the family business of H. J. Conick, Ltd., King Street, Plymouth, **Mrs. Eileen Lee** has been appointed a director of the company.

☆ ☆

THE present Board of Palmers Stores (1903) now comprises **John Moores,** chairman, **Cecil Moores** and **John Moores, jun.** All three directors are on the Board of Littlewoods Mail Order Stores, which made a successful offer earlier this year for the Ordinary and Preference capital of Palmers Stores.

☆ ☆

FOLLOWING the closure of R. King & Son, Ltd., Milsom Street, Bath, the leases having been taken over by the Ross group, the furniture buyer, **R. F. Searle,** took up new duties, as buyer manager, with T. C. Tapper & Son, Ltd., Newton Abbot, Devon, on Monday. Another former member of King's staff, **Mrs. V. M. Morgan,** buyer for furnishing fabrics and household linens, is expected to move to a similar position soon with Phillips Warehouse, Ltd., at their Kettering branch.

A Smile with Betts

"I'll be with you in a minute, Mrs. Frayle—just sit back and relax."

A. S. Owen is now buying soft furnishings at A. Adam & Son (Furnishers), Ltd., Harrow, Middlesex. In the trade for 16 years, he was previously with Allders, Ltd., Croydon, Surrey.

☆ ☆

LAST week I mentioned **Stanley Frost,** managing director of Model Homes (Furnishers), Ltd., Old Church Road, Chingford, E.4. I did, however, omit to mention that the company was originally started by Mr. Frost in 1946 at Upminster. It expanded to Romford and Chingford by 1947 when Mr. Frost was joined by **F. Fairbairn.** Mr. Frost is now sole controller of the business.

☆ ☆

A WELL-KNOWN and popular figure in the High Wycombe furniture trade, **Geoffrey H. Baker** has been elected an Alderman of High Wycombe Town Council to succeed the late **Alderman Richard Graefe,** founder of the High Wycombe firm of R. T. Graefe, Ltd., panelling manufacturers. Mr. Baker, who is managing director of Harold Baker, Ltd., furniture upholsterers' warehousemen of Desborough Road, High Wycombe, has been a member of High Wycombe Town Council and was Mayor of the town in 1947-49.

☆ ☆

I AM told that **Louis Moreau,** managing director of Louis Moreau (The Quilters), Ltd., of 641 High Road, Tottenham, is exhibiting a portrait in the exclusive annual exhibition of the Royal Society of Portrait Painters at the Royal Institute Galleries, 195 Piccadilly. This function has been graced by the presence of Her Majesty the Queen.

☆ ☆

FOR reasons of health, **David Ross** has had to resign from the Council of the L.F.M.

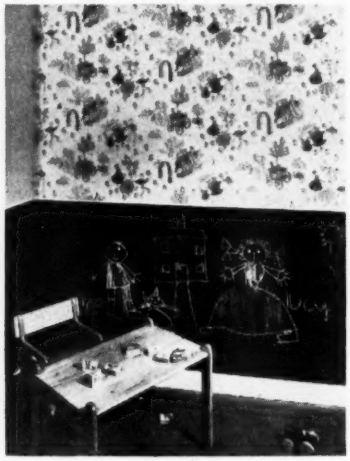
(cont. on Page 48)

RETAIL SELLING PLANS

New Style Centre Shows

How The Right Wallpaper Can Help Your Displays

Floral "Crown" paper on the window wall of this small breakfast room is shown to advantage by canvas-textured paper used for side walls and pelmet-covering. These papers are a good background for new Elizabethan furniture.



An unusual but practical decorative "mixture" for a nursery is shown at Crown Wallpaper's new Style Centre. A patterned paper is used for one wall, with a companion, starred paper on the other walls. The blackboard "dado" allows youngsters to scribble.

THE present retailing trend is more and more in the direction of co-relating all the items which make up a room, and grouping them together in showroom and window display so that the customer can see how the individual articles blend together to make a harmonious scheme.

This technique has come to be accepted as the most striking way of selling the "atmosphere" created by different types of furnishings, as well as the furnishings themselves.

Apart from displaying furniture in model rooms, more and more retailers tend to display fabrics with floor-coverings, and light fittings with mirrors or accessories, to guide the customer in making a choice.

An interesting development along these lines is the application of the same principle to wallpaper. The Wall Paper Manufacturers, Ltd., of Manchester (Crown Wallpapers) have established at King's House, Manchester, a design and style centre to assist both the retailer and the general public.

At this centre the public can see up-to-date displays of the newest designs and decorative treatments. Many of these are room-corners, with furniture, fabrics and floorcoverings. The Centre is strictly non-selling: customers are given the name and address of their nearest stockists.

Retailers can obtain through the centre any papers displayed in the showroom, by special arrangement with the mills, even if the pattern chosen is not one stocked by them.

The same arrangements apply to Sandersons' fabrics, which are displayed with the wallpapers.

Although at present traditional designs form the bulk of wallpaper sales, many New Elizabethan styles are included in the new collection of Crown wallpapers which will be available from February next year.

In common with fabric manufacturers, many of whom are now producing modern styles at low cost, the company are offering new machine-printed papers at prices ranging from as low as four shillings a roll. In this way New Elizabethan wallpapers are to be made available to a much larger public than in the past.

The impact of this trend on retailing is important, as it enables stores and shops to feature furniture, fabrics and wallpapers which all come within the means of the average customer.

Owing to the high cost of house decoration and repairs, more and more people—especially the young and active—are undertaking this work themselves. By this means they are able to have more rooms decorated than they could possibly afford if they had to pay an outside contractor. The saving on decorations leaves them more money to spend on furnishings.

Do-It-Yourself Plan

This growing interest on the part of the public in a Do-It-Yourself policy has been encouraged by Crown Wallpapers, who give demonstrations on home paper-hanging. This affords an opportunity for a retail tie-up, combining sales of furniture and fabrics giving a new look to the home, with cost-saving decorations.

Two special promotions are to be launched shortly by Crown Wallpapers in London. The first is a series of four special window displays, to take place at the end of this month, and the second is a "splash effort" at the March Ideal Home Exhibition.

Red-stars-on-white ground wallpaper is used in this kitchen setting. The paper is coated with a rubberised solution which makes it moisture-resistant. It contrasts attractively with pale blue paintwork, blue-and-white lino, red curtains and table.

From Yorkshire...

1. Carpet Hints in Ads Prove Sales-Raisers

FOR several months a Sheffield firm of house furnishers has been including "carpet hints" in their weekly furniture advertisement in the local evening paper.

The series, which is still running successfully, features one article of furniture or other household goods each week. The space taken is one column width, three to four inches long in the classified advertisements section of the paper. Each advertisement is headed "Sherwood's Tuesday Offers," and appears regularly each Monday evening. There is usually a small picture of the item advertised. The "carpet hint" is inserted after the offer, followed by the firm's name, address and telephone number.

Mr. C. W. Mott, manager of the store, Sherwoods, Ltd., 17 Haymarket, Sheffield, told *Furnishing World* that the series was not originally intended to increase carpet sales, but had actually done so. The hints were designed to stimulate interest in the weekly advertisement, and to get people accustomed to the idea of looking for both the hint and the "Tuesday Offer" every Monday night. The hints were also intended to convey subtly that the firm are experts on floorcoverings.

The idea behind the advertisements has been very successful, and sales of the items offered have been impressive. Many people who have bought the articles advertised, also purchased other furniture while they were in the shop.

Mr. Mott obtained the hints from a trade diary issued by B.M.K., and these were condensed into a suitable length for the series.

Here are some of the hints which have appeared so far in the advertisement series :—

(1) When laying stair carpet, the lie of the pile should flow from top to bottom of stairs. Pass your hand over the surface to find the direction in which the pile lies.

(2) It is better and easier to commence laying stair carpet at the bottom step and working upwards. Pull tight on each step and see that the felt pad is well over the nosing of the step.

(3) Burned pile should be shaved down and the place treated with detergent. Grass stains should be mopped with methylated spirts or alcohol before using the detergent.

Considerable interest was taken in furniture displays by audiences at the film shows. Here Mr. H. King, furniture manager, demonstrates a dining set to two who came to look and remained to buy.

(4) To help keep stair carpet in place while fixing the rods or clips, tacks may be used and afterwards withdrawn. When turning a bend, surplus carpet on the inside of the step should be pleated on the riser, or upright front of the step, and tacked firmly back.

(5) When carpets have been badly stained, consult an expert. For lesser damage act quickly, soaking up liquid stains with clean, undyed cotton wool or blotting paper.

(6) When a carpet has been damaged by water, and the water is fairly clean, mop up thoroughly and dry the carpet as soon as possible. Support the wetted part above the floor and use an electric fan or fire or other means.

2. Film Shows Help to Sell More Furniture

FILM shows run in conjunction with special displays have been used successfully by another Sheffield firm to attract customers into their store.

H. Ponsford, Ltd., of London Road, Sheffield, were the first to do this last May. Now Wigfall & Son, Ltd., have been holding free film shows in the early evening at their store at 104-108 The Moor, Sheffield.

A special exhibition of furniture, radio and TV, and household goods was arranged in the store, and people were invited to inspect the displays after the show. Space was limited but between 30 and 40 people were seated each night for two weeks.

A projector was hired and the three films included a general interest animal film, a furnishing film, "Home Design," and a colour cartoon supplied by Philips Radio.

Musical interludes on radio or gramophone preceded each show and during the intervals between the films. The shows lasted about an hour and then the audience were given light refreshments before being invited to see the displays.

Furniture was arranged in room interiors, radio and TV in a special room, and other household goods in a special exhibition.

Mr. H. King, furniture manager at the branch, told a *Furnishing World* reporter that the film shows had attracted many people into the store who would not otherwise have come in. Although there were good immediate results, he expected the main effect on sales to be felt in the period between now and Christmas, particularly with regard to occasional furniture.

The branch manager, Mr. C. W. Widdowson, reported considerable interest in other household goods and in radio and TV as a result of the film shows, which had certainly started people talking.

Introducing
A New Display Series

REALISING the importance to the retailer of getting full value out of his window displays, *Furnishing World* is to run a series of articles dealing with this subject, starting with next week's issue.

We have been able to obtain the services of Mr. Anthony Stevens, F.R.S.A., F.B.D.A., display manager of Plummer Roddis, Ltd., Bournemouth. Mr. Stevens, who was a founder member of the British Display Association, is a design consultant, lecturer, writer and teacher of display. He has won a number of national competitions, and has recently returned from an extensive Continental tour where he has been studying display methods in other countries.

By Anthony Stevens, F.R.S.A., F.B.D.A., Display Manager, Plummer Roddis, Ltd., Bournemouth.

TO-DAY, as never before, the shop window is playing a vital role in the battle for sales. No longer looked upon by progressive retailers as an extra stockroom, the window must receive time and attention to ensure merchandise presentation of a high standard.

In this series of articles it will be my aim to help the smaller retailer who has to dress his own windows personally or with the help of only one or two assistants. Not for him are the advantages of professional help or a well-equipped studio. All the same I am sure that there are many who, despite other heavy calls on their time, enjoy doing their windows, want to read about the basic principles of the work, and like to follow out suggestions for introducing added interest into their window displays.

With these thoughts in mind I will endeavour to offer ideas by means of descriptions and sketches which should be within the capabilities of anyone with a practical pair of hands and an imaginative mind. The latter will often be necessary because my ideas will be offered as a basis from which retailers can create effects suitable for their own shops and localities.

This last word "locality" is important because obviously no one can be dogmatic and say that a certain style of display will be suitable for every shopping centre in every town. Finding out the right type of display for a particular area is of the utmost importance. This matter will be dealt with fully in the series of articles.

It is well to appreciate right at the start the need for beginning on the bottom rung of the ladder. There are unfortunately many examples of poor display work to be seen in our shopping centres because people forget or ignore this elementary rule. Their one idea is to appear clever, but in actual fact the result looks horrible and in poor taste because they do not know the fundamental principles governing display work.

My first article will deal with the shop-front and the public, two all-important factors requring very careful study.

—and Anthony Stevens says—

IT may be that you have a special display problem. If so, I shall be very happy to advise you. Often in my talks to local Chambers of Trade and other organisations I have been able to suggest methods or materials to overcome individual display difficulties. These problems, I am sure, are often similar to your own, so do not hesitate to avail yourselves of my offer.

Unusual Fabric Display

FRILLED dressing tables were focal points in an unusual window display of furnishing fabrics recently installed by Morgan Squires & Heringtons, Leicester.

The dressing tables, each with decorative triple mirrors which reflected the surrounding draperies, were teamed with fabrics suitable for bedroom decoration.

These ranged from nets to brocades and damasks, displayed as swags above the dressing tables, as individual panels, or in groups of varying heights. Showcards placed on the window-bed featured other styles of dressing tables obtainable from the store's furniture department.

Lincoln Vans Sell Service with a Smile

A NOVEL form of publicity which has been adopted by the furnishing firm of Neale Bros. (Lincoln), Ltd., High Street, Lincoln, is the use of their transport fleet to carry the slogan: "Cheerful Furnishing Service."

This catch-phrase is painted on the front of the driver's cabin in large block lettering in maroon on silver grey, whilst the firm's familiar trade mark adorns each side of the vehicle.

In this position on the vans, the slogan is imprinted on the minds of all road users, pedestrians and 'bus passengers as the company's vehicles make their regular daily journeys to and from branches in neighbouring towns, and undertake their many calls to deliver furniture to customers.

Mr. R. M. Neale, joint managing director, told *Furnishing World* that the use of this warm-hearted slogan has created a great deal of interest in the various towns served by the vans, and has brought many new customers to the firm's showrooms.

"When introducing this new style of customer approach," said Mr. Neale," we decided that the slogan would have to be short and yet 'sweet' enough to instil confidence and encourage people to make enquiries. Our 'mobile silent salesmen' have proved themselves to be most useful in helping to develop our volume of trade. The catch-phrase serves a two-fold purpose because it not only arouses the interest of prospective customers but acts as a gentle reminder to our 'regulars'."

"Cheerful Furnishing Service" is painted on the front of each van in Neale Bros.' transport fleet at Lincoln.

Lintafelt Abandon New Works Plan

BECAUSE of the problem of acute shortage of labour in the High Wycombe area, Lintafelt, Ltd., of Resiliency Works, Loudwater, High Wycombe, have abandoned their proposal to construct a large new factory on the Cressex industrial estate at High Wycombe.

They have informed High Wycombe Corporation that because of these labour difficulties they will not now be able to proceed with the proposed lease of the site.

The possibility is being considered of siting the proposed factory in another area where labour recruitment may be less difficult.

New Lintafoam Process

In the meantime large-scale new steam plant is being constructed at Resiliency Works for Lintafoam, Ltd., for the latex foam-to-fabric process which it is hoped, after trials now going on, to put into full production early next year.

Following a visit to America by Mr. Harold T. Turnbull, managing director of the firm, an agreement was concluded with the Andrews-Alderfer Company of America enabling Lintafoam to use the American type of plant and method of manufacture for the integration of latex foam on to fabric in a continuous automatic process.

The product is being used on a large scale in the United States in the carpeting and upholstery of motor cars and for shoe insoles.

Lintafoam hope to concentrate on these lines and have been in negotiation with British manufacturers of carpets and textiles.

It is hoped to develop export trade, with concentration on hard currency areas where, it is anticipated, certain types of British textiles and carpets should have a ready sale.

Midlands Charity Dance Made £250

MORE than £250 was raised in aid of the Birmingham United Charities for the drapery and furnishing trades by a dance, held at the Town Hall, Sutton Coldfield, Warwickshire, on Wednesday of last week.

Organiser and M.C. for the second year running was Mr. Arthur Taylor, director of the furnishing drapery firm of W. M. Taylor & Sons, Ltd., who have several branches in Birmingham.

Oetzmanns Open Sleep Shop

Mr. D. H. Marsh, buyer, is seen examining merchandise in Oetzmann's new bedding hall. He is watched by Mr. P. Skinner (left) who is in charge of the department. ("World" picture.)

LATEST development at the furnishing store of Oetzmann & Co., Ltd., 67-87 Hampstead Road, London, N.W.1, is the opening of a new bedding hall on the ground floor.

This department, called "The Sleep Shop," is decorated throughout in New Elizabethan style and shows each brand of mattress featured individually in a series of attractively designed display settings ranged around the walls of the spacious showroom.

Centre-floor displays leave ample room for customers to walk around and inspect the merchandise in comfort.

Mr. D. H. Marsh, buyer, told a *World* reporter that customers are now quick to spot the attractive layout of this new bedding hall, and sales figures are already showing a marked increase.

Wot, No Bed!

A POPULAR attraction at the furnishing store of Rings, Ltd., Western Road, Hove, Sussex, is a room scheme in which is exhibited "a millionaire's bedroom suite," featuring a bedroom chair, two stools, bedside cabinet, knee-hole dressing table with triple mirror, and two bow-fronted fitted wardrobes.

Made of sycamore-lined bleached burr walnut, hand-carved in a design of cherubs' heads, this seven-piece suite is priced at £1,366 19s.

A *Furnishing World* reporter who ventured to mention the absence of the essential item—the bed, was politely informed that anyone purchasing such a suite would obviously suffer from millionaire's insomnia, or would wish to stay up all night to keep watch for burglars!

The furnishing store of C. & J. Brown of Newington, Ltd., 29-39 South Clerk Street, Edinburgh, 8, is now remaining open on Tuesday till 8 p.m.

More Room for Bedding and Carpets

IMPORTANT expansion of their business has been made by West Ken Furnishers, Ltd., 116 and 128 North End Road, West Kensington, London, W.14, who have bought premises at 124-126 North End Road, as additional showrooms for bedding, floorcoverings and soft furnishings.

Buying is conducted by Mr. F. Robertson, managing director.

New Sleep Shop at Reading

CRAWFORD WELLS, LTD., bedding specialists, of Wolverhampton, have opened a new branch, called The Sleep Shop, at 15 Duke Street, Reading, Berkshire.

The firm has other branches at Nottingham, Leicester, Stourbridge, Hanley, Worcester and Huddersfield.

Bennie's, soft furnishings and household linens specialists, will open shortly at 131 Chiswick High Road, London, W.4.

Personally Speaking

(*continued from page* 43)

ONE of this country's unsung heroes is **Alfred Akker**, a director of Howard Robinson & Co., Ltd., the Grand Parade, Brighton, furnishers. Last year he had a leg amputated because of a poisoned foot; but he made light of his disability; with an artificial limb he was soon able to attend business again. Then it was found that his other leg had become affected and, a few weeks ago, another amputation was performed. Although he is 76, Mr. Akker is only temporarily out of harness. Characteristically, he told my Brighton correspondent: "I shall soon be on my feet and back at business again."

☆ ☆

NEW vice-chairman of Hove Chamber of Trade is **Councillor W. J. Ring,** managing director of Rings, Ltd., furnishers, Hove, Sussex.

☆ ☆

THE managing director of Owen Owen, Ltd., Liverpool, **Duncan Norman,** who has been on a business tour in Canada, returned home a few days ago. He travelled in the "Franconia" from Quebec.

☆ ☆

IN the appropriate form of a greetings telegram, **P. R. Moule,** South Wales and West of England area supervisor for Blackwood Morton & Sons, Ltd., was wished a "large allocation" of happy retirement at an informal dinner last week. (His retiring after twenty-one years with the company at Cardiff was reported earlier this month.) The function was attended by about twenty of the staff of the company's area office at Cardiff. Five years ago that office comprised "just a girl and myself," he recalled. Mr. Moule was presented with a picnic set by his successor, **W. F. Cowlyn.** Others present included the South Wales and West of England travellers, **Kenneth Dowling** (who presided), **C. C. Williams,** and **Brinley Winn.**

Nomad

News From F.T.B.A. Areas

Programme for Boxing Match

THE programme for the Boxing Tournament, to be held at York Hall, Bethnal Green, on December 8, in aid of the F.T.B.A., has now been arranged.

The Pullman Springs Amateur Boxing Club will co-operate with the A.B.A. International.

The following bouts have been arranged:—

Light Welterweight: Reg. Murray (Repton A.B.C.), English International, v. Charles Rae (Leith Victoria A.B.C.), Scottish Representative.

Welterweight: Johnny Thurgood (Repton A.B.C.), English International, v. W. Denning (Woodside A.B.C.), Scottish Representative.

Featherweight: Dave Charnley (Fitzroy Lodge A.B.C.), English International, v. Ben Lyall (Sparta Athletic B.C.), Scottish E. District Champion.

Bantamweight: D. Flack (Fitzroy Lodge A.B.C.), Champion R.A.F., v. L. Dewar (Woodside A.B.C.), Scottish Representative.

Flyweight: J. Johnson (Repton A.B.C.), London Representative, v. G. Drummond (Woodside A.B.C.), National Coal Board Champion.

Bantamweight: Terry Thomas (Pullman A.B.C.), Junior Champion Wales, v. D. Glanville, I.S.B.A. and Army Champion; J. Bush (Pullman A.B.C.), Junior Welsh Champion, v. J. Brodsky (Repton A.B.C.), E. Command Champion.

Light Middleweight: S. Evans (Pullman A.B.C.), v. A. Tallett (Repton A.B.C.).

Full supporting bouts by leading London and Home Counties amateur boxing clubs.

Some one guinea and 10s. 6d. seats are still available from Mr. Stanley Perring, Wm. Perring & Co., Ltd., 380 Harrow Road, W.2.

All seats from Repton Club have been sold.

Potteries Dance Raised £85

TWO HUNDRED people attended the dance organised by Potteries Area F.T.B.A. and held at Lewis's Restaurant, Hanley, recently.

As a result of the function the F.T.B.A. will benefit by £85, this amount including the proceeds from the tombola held during the evening.

Prizes for spot dances were presented by members of the furnishing trade.

Potteries Area officials present at the function included Messrs. H. D. Boutcher (Area president), P. H. Flackett (chairman), C. S. Whalley (hon. secretary), and L. Austin (hon. treasurer).

Change of Dinner Date

The date of the Christmas Dinner arranged by Leeds, Bradford and District Area F.T.B.A., has been changed from Wednesday, December 16 to Thursday, December 17.

A new soft furnishings department has been opened by Binn's, Ltd. on the third floor of their department store in Princes Street, Edinburgh.

The Co-op. Wholesale Society will stage a furniture exhibition at Baths Hall, Goole, Yorks, from December 5 to 12.

Brown Muff Want Their "History": Can You Help?

THE famous Bradford stores of Brown Muff & Co., Ltd., which have large furnishing departments are out for information about themselves. They want to write their own history—but they want it to be accurate.

Mr. J. A. Horrox, the advertising manager for Brown Muff's, told a *Furnishing World* reporter:

"Next year is believed to be our 140th year, but during our long history early business records have been lost or destroyed. We want factual details of the earlier history, and if any reader of *Furnishing World* can send us original documents or pictures, they will be carefully handled and returned. We want anything that might contribute towards the accuracy and interest of a history of Brown Muff's."

Mr. Horrox added that the records show that in 1886 the firm was already well known for bedding and bedsteads. They were advertising themselves as a bedding warehouse and as carpet factors. One Bradford date gives the firm's foundation as 1817, which means they must wait for their 140th birthday. Another gives it as 1810, which means they will have missed the celebration.

New Elizabethan Has Arrived —says Misha Black

AT a conference on Design Appreciation organised by the Scottish Committee of the C.O.I.D. in Edinburgh last week, Mr. Misha Black, director of the Design Research Unit, London, maintained that New Elizabethan furniture "has arrived."

"As late as 1939 it was almost impossible to buy a well-designed Contemporary fabric, carpet or chair in a British shop. To-day it is comparatively easy to furnish a complete house or equip a public building from good stock lines, even if the great mass of goods produced in Great Britain are as unimaginative and often as downright ugly (by my standards) as their counterparts in most other countries," he said.

Referring to the recent New Elizabethan versus traditional exhibition in London by the Design in Industry Association, Mr. Black stressed that the "all-enveloping armchairs, betasselled lampshades and painted plaster figurines still nevertheless remain the national best-sellers.

"The Contemporary style (and how I wish there was a more reasonable expression to describe it) has finally arrived. The well-designed goods produced are still only a fraction of the total, but the change in public taste is apparent throughout the country.

"But the new design movement which was an aggressive embryo at the beginning of the century, has changed its form as it has grown up. The metal black leather-covered armchair has been banished to the dentist's surgery, plain curtains have become decorated.

"I hate poor imitations. If a dining-room table was made by complex semi-automatic machines last week, I disapprove if it pretends to be a hand-made 16th century refectory table.

"I scorn anything which is made to look bigger than it is purely to deceive me, or to impress my friends. I deprecate decoration which is stuck on to shoddily-built furniture to conceal the only too quickly opening joints."

Other speakers were Mr. Gordon Russell, director of the C.O.I.D. (The Qualities of Hand and Machine Production), and Professor Robert H. Matthew, chair of Architecture, Edinburgh University (Influences of Environment).

Rubber Upholstery Competition

THE British Rubber Development Board announces the opening of a competition for students in the design of furniture upholstered with latex foam.

The first prize will be £50, with other prizes of £25, £15, and £10.

The competition is for the design of upholstered furniture of any form, for use in domestic interiors, public buildings, hotels, restaurants, etc. All designs must incorporate latex foam and should take advantage of its special properties.

The following have agreed to act as assessors: Mr. H. J. Cutler, M.B.E., M.S.I.A. (High Wycombe College of Further Education) Mr. J. Gillett (Heal & Son, Ltd.); Mr. F. C. Jennings (British Latex Foam Manufacturers' Association); Mr. B. Howard Keith, M.S.I.A. (H. K. Furniture, Ltd.); Mr. R. Dudley Ryder, O.B.E. (Council of Industrial Design); Mr. Dennis Young, A.R.C.A., M.S.I.A. (British Rubber Development Board).

Prototypes of the first two winning designs will be made up by the Board. They will be publicly exhibited, together with a selection of the other designs.

Entry forms, rules and a brochure, "Upholstering with Latex Foam" are available from The British Rubber Development Board, Market Buildings, Mark Lane, London, E.C.3. Entry is free of charge.

The closing date for submission of designs is February 1, 1954.

Simmons open at Kendal

A NEW branch at 121 Highgate, Kendal, has been opened by Simmons Furniture Store, Ltd., Newcastle-upon-Tyne.

This is Simmons's sixth branch and the manager is Mr. J. G. Hall who has been at the firm's Carlisle branch for the past seven years.

New Store for Scots Furnishers

ALEXANDER'S STORES, LTD., of Glasgow, who have large furnishing departments, have bought an important block of property in Kirkcaldy, Fife, from the Kirkcaldy Y.M.C.A. Transfer of the property takes place next Whitsun.

Prize-Winner

At the L.C.C. College for Distributive Trades' prize-giving last Thursday, Mr. A. Stewart-Liberty, managing director of Liberty & Co., Ltd., presents the National Association of Retail Furnishers' prize to Miss E. W. Price of Heal & Son, Ltd.

Winners in Guild's Design Contest

THE names of the winners in the Furniture Makers' Guild's recent furniture design competition for students, learners and apprentices, were published this week.

The judges in the competition were Mr. Robin Day, F.S.I.A., Mr. J. C. Pritchard, Mr. Ernest Race, F.S.I.A., and Mr. F. A. Silvester.

The winners were:—

First (£20), Mr. P. S. T. Conrad, Broome Quarry House, Barham, near Canterbury.

Second (£10) Mr. P. W. Tester, 45 Burdell Avenue, Headington, Oxford.

Third (£5) Mr. A. C. Peters, London Central Y.M.C.A., Great Russell Street, W.C.1., Mr. W. C. McCartney, 40 Fentiman Road, Clapham Road, S.W.8, and Mr. G. A. Miles, Woodford Out Elmstead, Barham, near Canterbury.

Highly Commended: Mr. D. N. Tonks, 76 Broadway North, Walsall.

The soft furnishings business of New Westware Fabrics, 4 Culmington Parade, Ealing, W.5, formerly under the joint ownership of Mr. Alan Webb and Mr. Albert Henry Ward, is now under the sole proprietorship of Mr. Alan Webb.

Mansfield, Sutton and District Co-op., have bought the branch business of Rowell Bros., soft furnishers and drapers, Church Street, Mansfield, Notts. Other businesses owned by the vendors are being carried on as usual.

Bookshelf

New Carpet Annual

THE 1953 edition of the "Carpet Annual" has just been published by British-Continental Trade Press, 222 Strand, W.C.2, price £1 post free.

The volume is the largest of any year since the book was first published in 1935. The most spectacular chapter is again that of contemporary carpet production, which includes nearly one hundred illustrations, including many in full colour.

A survey of carpet manufacture and distribution throughout the world gives reports and figures of production, exports, imports and sales in the principal countries.

One chapter is devoted to technical developments in carpet manufacture and another, a collection of illustrations, shows retail displays and sales methods with visual appeal in many countries.

The reference section of the book includes a world directory of firms engaged in the manufacture and wholesale distribution of carpets and rugs, also suppliers of raw materials, machinery, equipment and other mill supplies. Finally there is a "Who's Who" section listing personalities and a Buyers' Guide giving firms who supply various types of carpets and rugs.

* * *

Guide To Selling Carpets

A VALUABLE booklet on selling carpets has been produced by the British Carpets Promotion Council.

The booklet has 54 pages and is illustrated in colour and half-tone. It lays down axioms of salesmanship, gives the history of carpets, details of various types and tells how they are made.

One important section deals with customers' problems, another covers design and colour and advice is given on care and maintenance and on display.

Applications for the booklet (price 1s. 6d) should be sent, together with cheque, to the Department of Trade Promotion International Wool Secretariat, Dorland House, Regent Street, London, S.W.1.

New Branch at Bradford

A new branch of Baker's Household Stores, soft furnishers and household linen specialists, Trinity Street, Leeds, has been opened at 41 Ivegate, Bradford, Yorks, under the managership of Mr. Vernon Caplan.

Co-op. Furnishing Sales Results

Furnishing sales of £101,250 are announced in the half-yearly report and balance sheet of the **Enfield Highway Co-op.**, for the period ended September 2, compared with £91,833 in the corresponding period of a year ago.

The **Chelmsford Co-op.'s** half-yearly report says that trading in the furnishing department amounted to £26,767 in the period ended September 5, this being an increase of £563 on a year ago.

The **South Suburban Co-op.** of Croydon states in its half-yearly report that furnishing sales were £218,778. This was an increase of £5,940, or 2.7 per cent on the corresponding period. The report says that work is proceeding on a new departmental store at Central Road, Worcester Park, which will include a furnishing department.

Trade done at **Luton Co-op.'s** furnishing store at New Bedford Road, Luton, amounted to £94,817 in the half-year ended September 8, compared with £77,803 in the corresponding period of last year.

The report and balance sheet of the **Grays Co-op.** for the half-year ended September 12, shows that trade at the central furnishing store was £94,550, an increase of £26,326 over the corresponding period of last year. Sales at the Broad Street furnishing store were £21,673, a decrease of £622.

Furnishing sales of £20,238 are announced in the half-yearly report of the **Slough and District Co-op.** for the period ended September 12, compared with £21,185 in the corresponding period of a year ago.

The **Banbury Co-op.'s** report and balance sheet for the half-year ended September 9, says that trade in the furnishing department amounted to £22,091. This was an increase of £2,953 on a year ago.

The **Cambridge and District Co-op.'s** report and balance sheet for the year ended September 29, shows that trade done in the furnishing department amounted to £155,455, this being a decrease of £18,709 on the previous year.

Furnishing sales of £272,085 are announced in the annual report of the **Portsea Island Co-op.** for the 52 weeks ended October 10. This was an increase of £53,148, or 24 per cent over the previous year.

The half-yearly report of the **Brighton Co-op.** says that furnishing department sales totalled £81,351, compared with £73,827 in the corresponding period of a year ago.

Diary Dates

December 4.—Annual dinner of Scottish F.T.B.A., at Grosvenor Restaurant, Glasgow. 6.30.

December 7.—Annual Dinner and Dance of Fillings Trade at May Fair Hotel, London. 7 p.m.

December 8.—Boxing Tournament in aid of F.T.B.A., at York Hall, Bethnal Green, E.C.2.

December 9.—Annual Dinner and Dance of Hull and District Area F.T.B.A., at Beverley Road Baths, Hull.

December 9.—Annual Dinner and Dance of Portsmouth and Southsea Area F.T.B.A., at Royal Beach Hotel, Southsea.

December 17.—Christmas Dinner of Leeds, Bradford and Area F.T.B.A.

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January 2.—New Year Dinner and Dance of L.F.M., at Dorchester Hotel, London, W.1

January 15.—Annual Dinner of Edinburgh and South East Scotland Master Cabinet Makers' Association, at Roxburgh Hotel, Edinburgh.

January 16.—Annual Dinner and Dance of London branch of Association of Master Upholsterers at Waldorf Hotel, London, W.C.2.

January 27.—Annual Supper Dance of Swansea and West Wales Area F.T.B.A.

Febuary 8 to 18.—B.F.M. Northern Exhibition at City Hall, Manchester.

February 15 to 25.—B.F.M. Exhibition at Earls Court.

Another Phone For Schneer

OWING to heavy demand on their telephone, S. & J. Schneer, 32a Fortescue Avenue, Mare Street, London, E.8, have now installed another line. Their telephone numbers are now AMHerst 5155 and 1990.

"World" Service Bureau Some Enquiries Answered

9258.—Serge suitable for church curtains.
9259.—Oak corner hall wardrobes.
9260.—"Cintique" chairs.
9261.—Rates of pay for furniture employees.
9262.—Bookcase which holds a complete set of the Encyclopædia Britannica.
9263.—Advice on patents.
9264.—Mobile carpet and upholstery cleaning appliances.
9265.—"Vacdus" electric cleaners.
9266.—Address of McCallum & Craigie, Ltd.
9267.—Price marking systems.
9268.—Address of G. Gale & Sons.
9269.—"Sunway" Venetian blinds.
9270.—H.K. furniture.
9271.—"Ideal" bedchairs.

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Trading Results

Castle Bros. Record Sales

FURTHER figures for **Castle Brothers (Furniture)** show trading balance to August 4 as £89,993 (£87,234). Profit is £69,933 (£67,988) which is subject to tax of £37,233 (£39,019). To general reserve £10,000 (same). Current assets are £271,468 £224,484); current liabilities £87,766 £69,429). Chairman stated that sales were a record and ample orders were on books. (Preliminary figures quoted November 13 issue.)

Scottish Stores Profits Up

BEFORE taxation net profit to January 31 of **Alexanders Stores, Ltd.,** Glasgow, is £52,110 (£46,904). The figure after taxation is £22,116 (£16,780). The company has £128,650 in revenue reserve and £109,615 in Hire Purchase reserve.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Ernest **Ball,** and Aaron Henry **Davis,** trading together as **Davis & Ball,** 41-43 Redchurch Street, London, E.1, upholstery manufacturers, and the said Aaron Henry Davis, trading as **A. H. Davis,** 119 Virginia Road, Shoreditch, London, E.2, stuffover frame manufacturer. Receiving Order and Order of Adjudication November 9. First meeting of creditors November 27 and public examination January 21 at Bankruptcy Buildings, Carey Street, London, W.C.2.

THE COMPANIES ACTS

Notice of Intended Dividend

Rack (Furniture) Ltd., 384-6 Hackney Road, London, E.C.2, furniture dealers. No. 00962 of 1951. Claims November 28 to John Bennett Rubens, 18 Maddox Street, London, W.1.

COMPANIES WINDING-UP

Moorgate Veneering Co. Ltd., registered office, 76 New Cavendish Street, London, W.1, manufacturers of veneers, compressed and processed woods, furniture, etc.

At first meeting of creditors Official Receiver said company was formed in July, 1946, with nominal and issued capital of £1,000. It had been a family concern, and the directors had been Mr. Sidney Brookes, Mrs. Anne Brookes and Mr. Phillip Brookes. Business was carried on from 182 Old Street, E.C., and company had been associated with Sidney Brookes (Furniture) Ltd., a concern now in voluntary liquidation.

Statement of affairs showed unsecured liabilities £874 (£645 due to directors). There were also preferential creditors for £113, and assets valued at £223.

Mr. S. Brookes stated company was not insolvent, as directors were willing to forego their claims.

Mr. J. B. Clifford, C.A., of 4 Bucklersbury, E.C.4, was appointed liquidator.

VOLUNTARY LIQUIDATION

K. G. Furniture Ltd., 18e Manor Road, Stoke Newington, N.16, furniture manufacturers.

At the Statutory meeting of creditors (Mr. F. Gold, managing director, presiding) statement of affairs showed liabilities £575 13s. 5d. (£405 13s. 5d. due to trade and expense creditors) and assets estimated to realise £177 16s. 11d., a deficiency of £397 16s. 8d.

Company was registered in December, 1952, with nominal capital of £1,000, of which £400 had been issued; £200 to Mr. F. Gold, and £200 to Mrs. King. They were the first directors and had acted throughout.

Company commenced trading on December 6, 1952, at Cardiff, but started to manufacture on a falling market, and did not make the normal New Year recovery. Company was unable to establish itself, and, following lack of capital, trading ceased in August last. Shortly afterwards there was a promise of additional working capital if the business could get established in London, and on August 18, 1953, the assets were moved from Wales and put into storage. Efforts were made to find new premises but they could not be found in time and the promise of capital was withdrawn.

It was stated that Mrs. King did not wish to pursue her outstanding loan claim of £170 and this would be withdrawn in favour of creditors.

Mr. C. L. Walker, C.A., 2/3 Duke Street, St. James's, London, S.W.1, was appointed liquidator.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Crown Upholsterers (a firm), 57 Brockmill Road, Deptford, S.E.8, furnishers. £18 13s. 6d. October 1.

Hills Furnishers (sued as a firm), 80 Three Shires Oak Road, Bearwood, near Birmingham, furnishers. £13 1s. 6d. October 19.

Carr, F. J. (male), 11 Front Street, Chester-le-Street, furniture dealer. £74 13s. 6d. October 12.

Nott, Leslie, 30 Amroth Road, Ely, Cardiff, upholsterer. £35 1s. 7d. September 24.

Nott, Leslie, 30 Amroth Road, Ely, Cardiff, upholsterer. £24 5s. 7d. September 24.

Caplin, W. (male), 64-65-66 Charlotte Road, London, E.C., cabinet maker. £155 14s. 8d. July 10.

The Upholstery Shop (a firm), 57a Sillwood Street, Brighton. £16 18s. 10d. August 14.

Marco Upholstery Ltd., registered office: 18 Maddox Street, W.1, upholsterers. £12 3s. 10d. August 14.

Portlocks Upholstery (a firm), 131a Barnsole Road, Gillingham. £15 8s. 1d. September 11.

D. Levin & Son (a firm), 227a Brick Lane, E.2, furniture dealers. £11 4s. September 14.

Wellworth Stores (a firm), 73 High Street, Stoke-on-Trent, furnishers. £12 15s. 7d. October 21.

L. V. Fry & Son (sued as a firm), 189 Bearwood Hill, Burton-on-Trent, cabinet makers and french polishers. £10 12s. 2d. October 14.

Nicholson, J. H., 14 Short Acres, Maryport, upholsterer. £12 19s. 1d. October 24.

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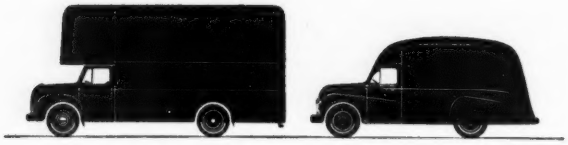

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News from the Makers

Comfort Without Bulk

THIS chair is from the new "Dormouse" upholstered range by Ernest Race, Ltd. It includes deep seating without unnecessary bulk. This has been made possible by a development of the welded steel rod type of frame, among the advantages of which are flexibility of shape, ease of construction—and strength.

Furniture Fibre is Dyed Before Weaving

A WOVEN fibre material, known as "LitaWeave," is now being used in all their existing models by Lita-Loom, Ltd., 90 Teesdale Street, London, E.2.

Its introduction is the result of a long search by managing director, Mr. John Kay, for an alternative to colour spraying after production.

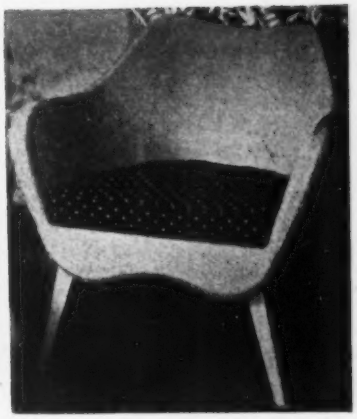
Experiments were carried out on Mr. Kay's behalf by firms with long experience in fibre dyeing and weaving. After months of trial—including research on the Continent—the result was "LitaWeave"—fast dyed before weaving.

This material, it is claimed, enables the production of gayer and more colourful patterns of traditional and New Elizabethan design.

Smooth surfaced and durable "LitaWeave" can be cleaned simply by wiping with a damp cloth. The surface is plasticised and thus both colour and material are protected.

"LitaWeave" is exclusive to Lita-Loom, Ltd., to whom all enquiries should be addressed. It is being used in green, old rose and cream for their chairs, linen baskets, ottomans and tables.

Designed by A. J. Mitchell, N.R.D., of Artistic Upholstery, Ltd., this chair is from a completely new range of upholstery influenced by the New Elizabethan style. It is part of the "Brodick" suite, with unusual treatment of back and shaped front facings. It is in modern tapestries or uncut moquettes, and has loose springing and rubberised hair cushions.



Claimed to be the first New Elizabethan chair in woven fibre, the "Bamba" has been designed by Leslie W. Blackwell for A. Bacon & Son, Ltd., manufacturers of "Texaloom" furniture. Included in the coverings will be the new Tibor texture drape; and the chair (which will be ready for delivery from January 1) will have rubberised hair cushions and tension springing.

Chair Centre Moves

CHAIR CENTRE, LTD., have moved their offices and trade showrooms to 50 Great Eastern Street, London, E.C.2, telephone BIShopsgate 9792/3.

The old premises at 8 Georges Square, N.1, are being retained as factory and warehouse.

An eight-page catalogue with photo-illustrations indicating all measurements has also been prepared and will be forwarded to buyers on application.

John Lyle & Co. Ltd., carpet manufacturers, of Glasgow, have opened a showroom at 93 Market Street, Manchester 1. Mr. J. A. Chisholm is in charge.

Notts Upholsterers Extend

EXTENSIVE premises have been taken over in Victoria Street, Eastwood, Notts, by Charles Brown & Sons, Ltd., as an extension of their Superflex Upholstery Works in Victoria Street.

The new premises have a floor space of some 8,000 square feet, and the firm hope to maintain up to the minute deliveries.

Charles Brown & Sons specialise in bed settees, hide and moquette suites, and leathercloth upholstery. All their frames are manufactured and designed in their own factory, and an additional service is the manufacture of frames to the trade.

Mr. G. F. Brown, director, will take over control of the factory.

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Hospitals, Hotels and Inns

NANTWICH (Ches). The adaptation of "C" block at Barony Hospital to provide maternity accommodation proposed by Manchester Regional Hospital Board, at an estimated cost of £7,814, has been approved by the Ministry.

ABERGELE (Denbigh). Sanatorium adaptations,, at an estimated cost of £17,798, are recommended for approval by the Clwyd and Deeside Hospital Management Committee.

SUSSEX. The appointment of Laurence M. Gotch & Partners, 8 City Road, London, E.C.1, as architects for the erection of a neurosis unit proposed at Hellingly Hospital and a voluntary unit at St. Francis Hospital, Haywards Heath, has been approved by the South-East Metropolitan Regional Hospital Board.

N. IRELAND (Belfast). The erection of a hospital in the Dundonald area is proposed by the Northern Ireland Hospitals Authority to plans by F. Gibbert, 8 Percy Street, London, W.1.

Work has commenced for the Northern Ireland Hospitals Authority on the development of a special care service colony at Muckamore, Co. Antrim, the cost of which is estimated at £2,000,000. It is expected that the project will be completed in about six years' time.

DARTFORD. South-East Metropolitan Regional Hospital Board has placed a contract for modernisation works and adaptations at Block No. 5 Darenth Park Hospital, to form a tuberculosis ward, and adaptation of the old bakery as a waiting hall. The cost is about £51,000.

BRECHIN (Angus). Adaptations and improvements proposed at the Brechin Infirmary and County Hospital to provide an assistant nurses' training school have been approved by the Eastern Regional Hospital Board.

EDINBURGH. Erection of a teaching unit at the Western General Hospital, Crewe Road, Edinburgh, has been approved by the Dean of Guild Court. The cost is estimated at £53,050.

ESTON. U.D.C. has renewed approval of a plan submitted some years ago by Vaux & Associated Breweries, Ltd., for proposed hotel in Skippers Lane. The architects are Kitching & Co., 21 Albert Road, Middlesbrough.

WATFORD. Corporation is to raise no objection to an application by Benskin's Watford Brewery, to the Ministry of Works for the issue of a building licence for the erection of temporary licensed premises in Eastbury Road.

KING'S LYNN (Norfolk). Erection of a public house is proposed in Losinga Road by Bullard & Sons, Ltd., Anchor Brewery, Norwich, for which the T.C. raises no objection to the issue of a £10,000 licence by the Ministry of Works.

GRIMSBY. Adaptations proposed by Moor's & Robson's Breweries at the Yarborough Hotel, to cost approximately £2,000, have been approved by the Licensing Justices.

B.C. has approved allocation of site, Robert's Street and Brunswick Road, to Hewitt Bros., Ltd., brewers, Grimsby, for erection of a public house.

GATESHEAD. Alterations at Stirling House Hotel, Saltwell Road, for Davidson & Wood, Ltd. Architect: E. M. Lawson, Barras Buildings, Barras Bridge, Newcastle-on-Tyne.

NEWCASTLE-ON-TYNE. Extensions are planned at Sanderson House Hotel, Jesmond Road. Architect is C. S. Errington, 46 Grainger Street, Newcastle.

NOTTINGHAM. First instalment of new inn to be called The Priory, at Wollaton Vale, for Mitchells & Butlers, Ltd., Cape Hill Brewery, Birmingham. Architects: Eberlin & Darbyshire, 3 College Street, Nottingham.

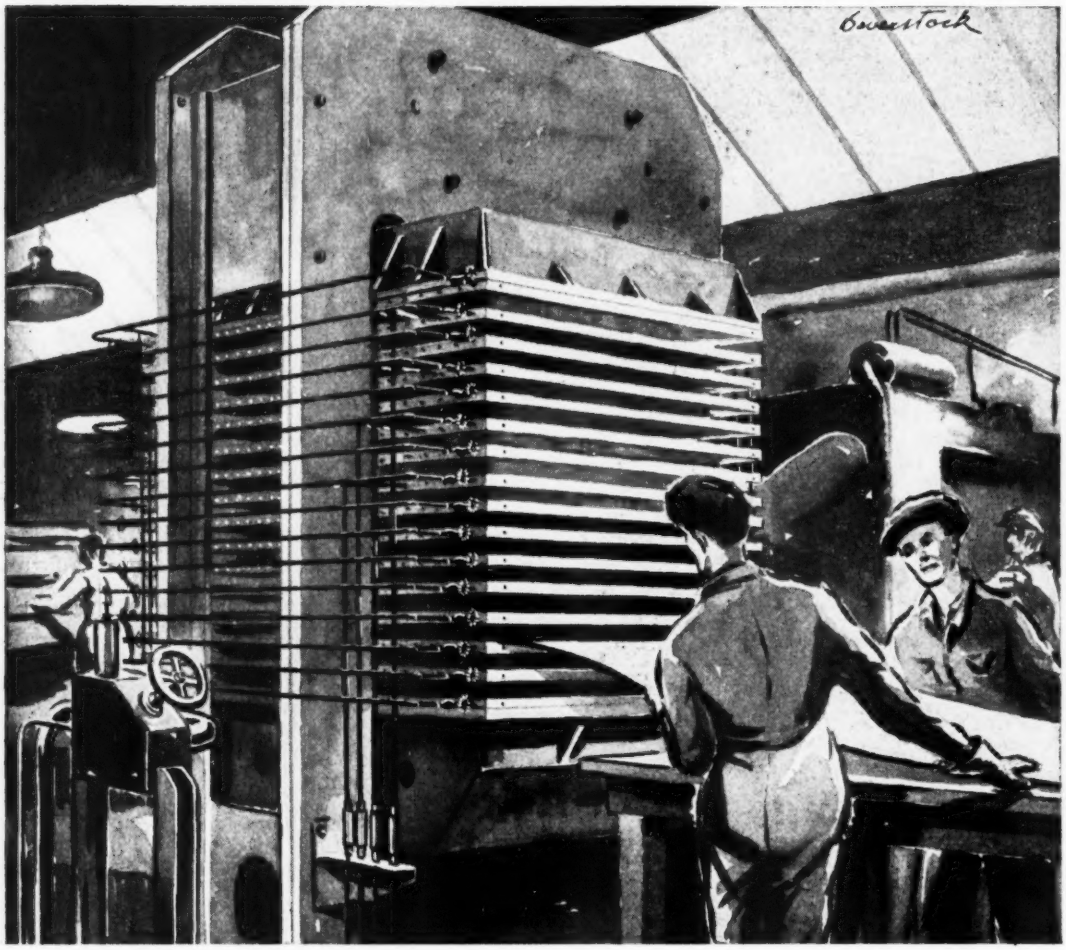
ST. PANCRAS. Planning and Housing Development Committee recommends the lease of an alternative site on the Goldington Street housing scheme to the Cannon Brewery Co., Ltd., for the erection by the company of a new "Crown" public house.

MANCHESTER. Watch Committee has approved revised terms for site at Oldham Road, Newton Health, for the erection of a police section station.

OXFORD. City Council Educationa Committee recommends the acceptance of the tender of Lavender, Macmillan, Ltd., of Worcester Park, Surrey, for the erection of the first instalment of the new Art and Commerce Buildings at the College of Technology, at a cost of £243,100.

CHANCES AT YARMOUTH

GT. YARMOUTH. B.C. Planning Committee reports that Ministry has allocated following sums for capital works in the Borough: Missions to Seamen, South Quay, £4,500 plus £5,000 additional; Oxford Public House, Magdalen College estate, £7,000; 11 King Street, £4,000; Tramway Hotel (amount not yet notified); Garibaldi Hotel, £6,000.



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Final Details of—

Tools For Mass Production at Olympia Show

The Building Exhibition now running at Olympia has fulfilled its promise of being a truly outstanding event for a wide range of industries besides the Building Trade. We end our review with some further notes on exhibits of special interest to furniture manufacturers.

THIS final instalment of *World* report on the Silver Jubilee Building Exhibition now running at Olympia gives further details of stands not dealt with in the preview.

The intention has been to highlight for furniture manufacturers some of the exhibits of special interest to save them wasting their time. It has not, of course, been possible, so great is the scope of the exhibition, to give anything approaching a comprehensive review.

Wadkin Ltd.

A range of high-speed machines especially suited to mass-production plants is being shown by Wadkin, Ltd., Green Lane Works, Leicester. Of special interest are:—

Planers and moulders. A new and outstanding machine is the 12 in. by 5 in. high-speed moulder and planer. This follows in general design the well-known 8 in. by 4 in. machine but is in itself an entirely new development exhibited for the first time. Speeds on this machine are from 20 to 100 ft. per minute. Designed as a five-head machine there is provision for an optional sixth head.

Each head is direct motorised, and high-frequency operated to give speeds of 6,000 and 4,500 r.p.m. Provision is made for jointing.

Wadkins are also exhibiting 4 in. by 4 in. and 12 in. by 5 in. models.

Mortisers and tenoners. Of special interest is the double-end tenoner WF. This machine, say the makers, offers big possibilities for cutting costs and speeding-up output on a wide range of work. Also shown are type EKA, a single-end type of machine which has been re-designed.

The type MF mortiser also exhibited has chain and chisel headstocks mounted side by side.

Panel planer. The modern sectional-feed 24 by 9 in. panel planer exhibited is a new machine. This is arranged to run at six speeds up to 100 ft. per minute with jointed knives. The machine has a four-knife circular block running at 6,000 r.p.m. The built-in grinder and setting and jointing device is a new feature which contributes to the high standard of finish obtainable with the machine.

Other machines. These include the heavy duty spindle moulder type EQ capable of 9,000 r.p.m., sawbenches types SQ, PU and PK, and cross-cutting and trenching machines types CC and CJ.

Rye Engineering

On their stands Rye Engineering Works (High Wycombe), Ltd., are featuring woodworking machines which include automatic shapers, automatic borers, mortisers and tenoners. Of special interest are:—

Auto-shaper. An entirely new model, the R28 Auto-shaper, is being shown in addition to standard R52 model. The new machine has a 28-in. diameter table. It has been designed for the handling of small work that cannot be adequately dealt with on the larger models.

The machine is of very heavy construction and has a revolving tee-slotted table which is driven through a variable-speed gear. The diameter of the cutting spindle is 1¼ in. and it will take normal shaping knives and cutter blocks up to a cutting circle of 4½ in.

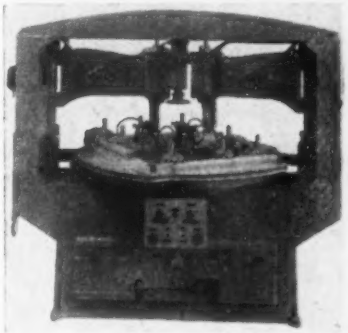
A special feature of this machine is the special mechanism which causes it to slow down when negotiating heavy cuts or difficult contours.

Thomas White

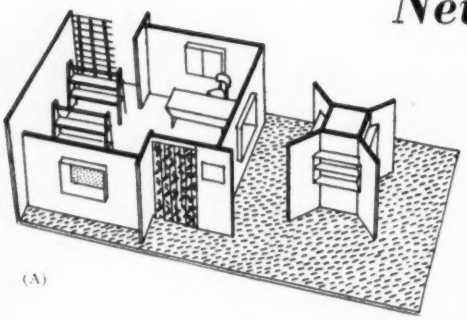
Seven woodworking machines are being exhibited on the stands of Thomas White & Sons, Ltd., Paisley. These include:—

Vertical Spindle Moulder. This is a re-designed model with power-feed known as type MP. It is very suitable for small shaped work.

(*continued on page 60*)



Automatic Shaper Model R72 by Rye Engineering Works.



(A)

New Scheme Offers PRE-FAB STANDS *to cut that Exhibition Bill*

'Personal Plan' Units for Smaller Firms

SMALLER firms showing at the coming Earl's Court Exhibition may find a happy solution to the expense problem in the use of pre-fabricated standard display units.

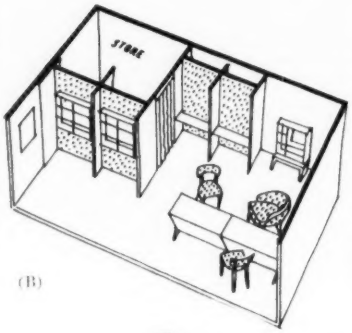
Makers of the units, City Display Organisation, 30 Uxbridge Road, London, W.12, claim that costs involved in purchasing materials and erecting display stands can be cut by 60 to 80 per cent by using the Personal Plan units system.

The illustrations will give some idea of the practical value and the attractiveness and variety of the displays which it is possible to achieve with the units in different combinations.

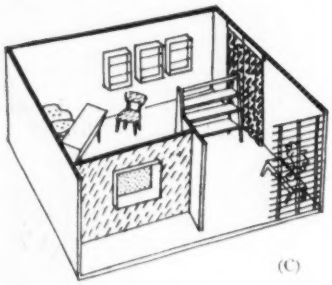
These are the structural details:—

Construction Of "Alcoves"

The line diagrams (1), (2) and (4) show details of the structural partitions which form the "walls" of the display. As shown by the illustrations of various completed schemes these lend themselves to a variety of different arrangements according to the needs and tastes of the exhibitor.



(B)



(C)

Top

(A) This is a small stand measuring 14 x 14. There is ample display space and an office provided by five units at a cost of £72.

Above

(B) This shell stand measures 20 ft. x 14 ft., and the interior has been fitted out for a cost of £150, by using seven Units, three hired chairs and a floor covering.

Left

(C) This stand interior is made up by using nine Personal Plan units, fitted into a shell scheme stand measuring 16 ft. x 14 ft. The total hire cost, excluding the two chairs, flowers and carpet, would be just under £90.

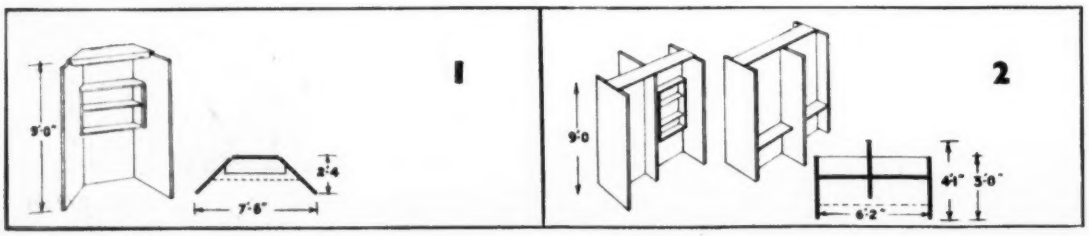
Diagram (1) shows construction and ground plan of the alcove unit. This is formed from three panelled sections each measuring 9 by 3 ft. The unit is double-sided, a special fillet being used on the reverse side to complete the salient made by the intersection of the panels.

Across the top a facia board gives a finished appearance and stability to the unit. This has clips for fluorescent tubes mounted underneath it.

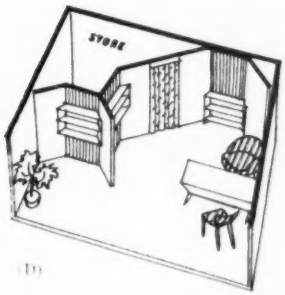
The three-shelf showcase, shown, which completes the unit, is finished in polished mahogany.

E-shaped Units

Diagram (2) shows details of the E-shaped units. These units are also reversible and are completely finished on both sides. The three parallel upright partitions are made from the standard 9 by 3 ft. panels. The "reverse" side, shown on the right, has two painted plywood shelves. The facing side, on the left, is shown for clarity with only one showcase fitted. It would actually have two—details of the shelf units are shown, to a larger scale, in diagram (3). The unit (2) is in fact supplied by the makers



This typical exhibition stand built up of Personal Plan Units costs only about £60. The cost of such a stand built by normal methods would, the C.D.O. state, be in the region of £400.



(D) This is the type of stand interior that would often be necessary on a small island site. The space is fairly large and measures 30 ft x 14 ft. Twelve Personal Plan Units complete the interior at a cost of under £175.

complete with two of unit (3) mounted on it.

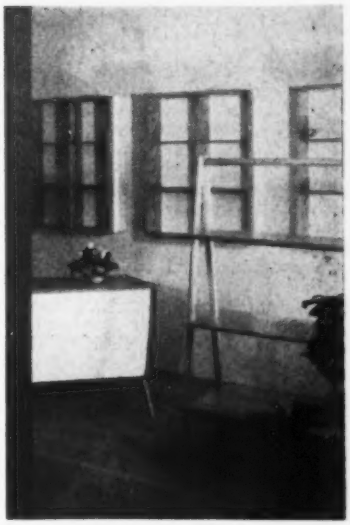
The showcase side is generally regarded as the face side but the unit could, of course, be used the other way round, if desired.

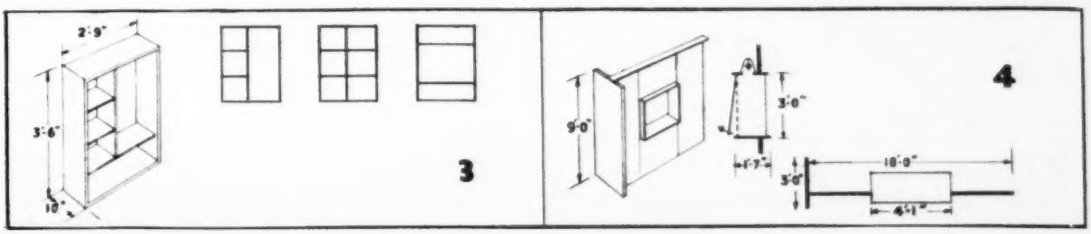
"Office Wall" Units

The T-shaped unit shown in diagram C has a showcase built into it which protrudes each side of the main "wall." It is primarily designed for use as the wall of the exhibitor's "office." The back of the showcase has been hinged so that it can be lifted and the case dressed from the rear, inside the office.

The Shelf Units

Diagram (3) shows the shelf units fitted to Unit (2). These are normally supplied with polished edges. The front edge is of solid polished hardwood, 2 in. deep, the rest is painted white.





HARDWOOD MARKET
By Quercus

First Effects Of Import Freedom

EFFECTS of the relaxation of restrictions on hardwood imports were discussed in last week's issue. It is now possible to see just how the new arrangements will operate. The ability to import freely is now restored to the hardwood trade. Open individual licences will be issued for hardwood originating in and consigned from countries other than the sterling area and the dollar area. Japan now becomes a country from which hardwoods may be imported under open individual licence. These licences will not be limited in quantity, value, or period of validity, but the Board of Trade reserves the right to withdraw or revoke them.

* * *

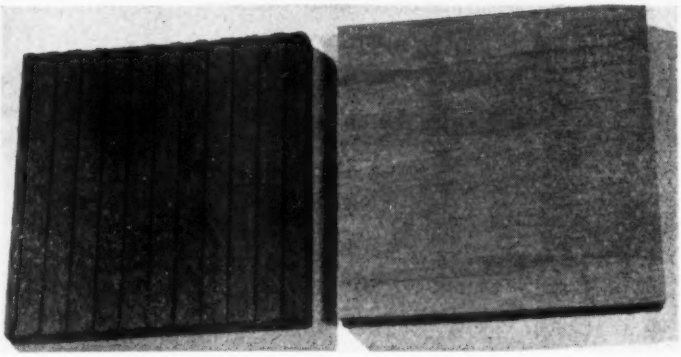
The lifting of consumer licensing on softwood also affects dollar hardwoods (which were the only hardwoods still subject to this form of licensing). Dollar hardwoods, therefore, at present held by an importer ex purchases from the hardwood National stock may now be sold to a consumer without a consumption licence being required. However, if the importer wishes to replace stocks thus sold he must obtain a certificate from the consumer in order to support an application for an import licence. This system of certificates is an innovation. They will be issued to consumers by the appropriate Government department. Import licences for dollar hardwoods cannot be granted without these certificates.

* * *

It is understood that it is not intended to permit the import of greater quantities of dollar hardwoods than are needed for approved uses. Import licences will be sponsored by the Timber Directorate only for quantities for which supporting certificates are produced.

* * *

The import freedom now achieved by the hardwood trade has already resulted in much activity in the Continental hardwood market. It is hoped that contracts now being arranged will help to redress the unbalance of stocks brought about during 1953 by the various import bans which were imposed.



A practical novelty of general interest to all manufacturers is the new "Ardux" bonded floor tile by Aero Research, Ltd. This is being shown at the Building Trades Exhibition. The tile consists of wood veneers on a resin impregnated sand base. It is suitable for offices, showrooms, and so on.

Building Trade Show

(*from page* 57)

Panel planer. On the New Era panel planer type PR, the stand is cast in one piece giving rigidity and freedom from vibration. The single motor operates both the cutter block and the feed. Maximum depth of cut is 9 in. and there are three feed speeds.

Triple drum sander. The triple drum sander exhibited, type BDA, includes designed improvements such as easily removable rubber conveyor belt and the application of ammeters to each drum circuit.

Overhand planer. A self-contained model designed for ease of manipulation and operation is the 16-in. hand-feed planer type PH. The use of loose tools for the setting up of this machine has been completely eliminated.

S. Tyzack

Examples of woodworking machines from the "Zyto" range are being shown by S. Tyzack & Son, Ltd., 341, 343 and 345 Old Street, Shoreditch, London, E.C.1. Of special interest are:—

Universal woodworker. This model, type VSM, is a combined planer, saw-bench, and slot-mortiser which should make a ready appeal to both large and small manufacturers.

Aero Research

Special feature of the stand of Aero Research, Ltd., Duxford, Cambridge, makers of synthetic resin adhesives, are the new "Ardux" floor tiles consisting of veneers on a resin-bonded sand base (see illustration). Many factory managers taking over or improving premises and fitting out showrooms and offices may be interested in this attractive, economical and practical form of floor covering.

William Mallinson

An impressive display by William Mallinson & Sons, Ltd., 130-150 Hackney Road, London, E.2, shows specimens of hardwoods and plywood from all over the world. The rage of exhibits also includes blockboards, metal-covered plywood and curved plywood. The stand has been designed by Clive Latimer.

"Sloppy" Upholstery

TOO much movement and unpleasant lack of firmness in sprung upholstery may be due to spring edging all four sides of the seats. An American report condemns this as a bad practice. Only exposed edges should be sprung—otherwise there will be considerable horizontal play and sloppiness will result.

Choosing the Right Filler

IT is of the first importance in finishing to discover the correct type of filler to use with the specified top coat to achieve the desired adhesion, hardness, and so on.

A simple and effective method is to coat half the surface of a test panel with one filler and the other half with another. The whole panel is then finished with the top-coat in the normal manner. Much useful information can be obtained if several similar panels are treated in this way and then subjected to simple ageing tests, drying tests, and adhesion tests.

Scraping the finish with a coin is a reliable test for adhesion. It will be found, incidentally, that adhesion and durability are very closely connected.

This empirical method will often reveal striking and unsuspected differences in the performance of different filler/top-coat combinations.

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MCF 'WADALIN' Cotton Felt

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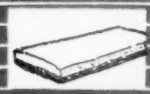

MCF Composite Padding (FIBRE & FELT)

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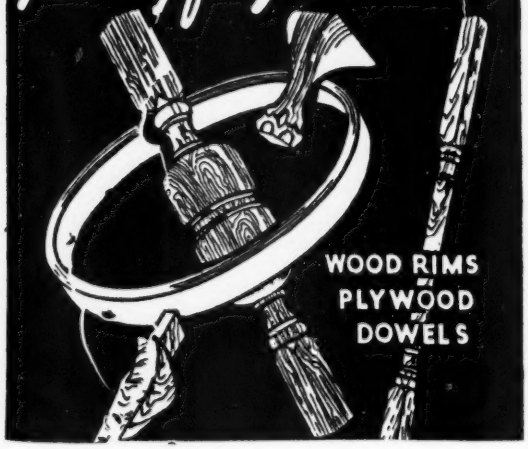

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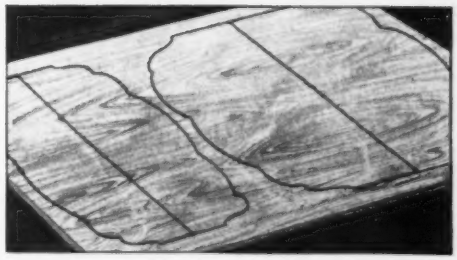

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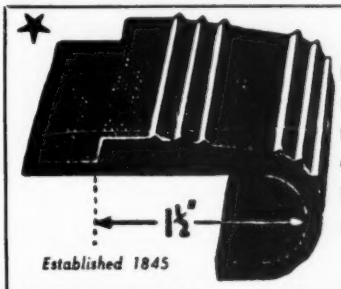

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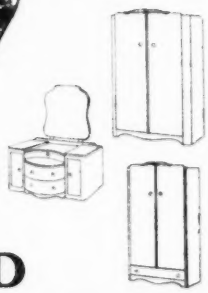

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